

Wallis

WALLIS CONSULTING GROUP PTY LTD
25 KING STREET MELBOURNE 3000 VICTORIA
TELEPHONE (03) 9621 1066 FAX (03) 9621 1919
A.B.N. 76 105 146 174
E-mail: wallis@wallisgroup.com.au

AUSTRALIAN ENERGY REGULATOR RETAIL ENERGY PRICING GUIDELINES

prepared for

*Ms Angela Bourke and Ms Sandhya Jaishankar
AER
Markets Branch
GPO Box 520
MELBOURNE VIC 3001*

*June 2010
WG3755*



TABLE OF CONTENTS

1.0	EXECUTIVE SUMMARY	1
1.1	ENERGY USAGE	1
1.2	SWITCHING BEHAVIOUR AND KNOWLEDGE OF THE MARKETPLACE	1
1.3	INFORMATION SOURCES	2
1.4	REACTIONS TO EXISTING PDS'	2
1.5	REACTIONS TO THE CONCEPTS DEVELOPED BY AER	2
1.6	DEVELOPMENT OF PDS'	3
1.7	RECOMMENDATIONS	3
2.0	BACKGROUND AND OBJECTIVES	5
3.0	METHODOLOGY	9
4.0	KEY FINDINGS	12
4.1	ENERGY USAGE	12
4.2	SWITCHING BEHAVIOUR AND KNOWLEDGE OF THE MARKETPLACE	14
4.3	INFORMATION SOURCES	17
4.4	REACTIONS TO EXISTING PRICING DISCLOSURE STATEMENTS	18
4.5	REACTIONS TO THE CONCEPTS DEVELOPED BY AER	23
4.6	DEVELOPMENT OF PDS'	28
5.0	RECOMMENDATIONS	31
Appendix One	Discussion Guidelines	
Appendix Two	SA and VIC fact sheets	
Appendix Three	Concept PDS'	

1.0 EXECUTIVE SUMMARY

The information presented here is based on the outcomes of 8 mini-group workshop discussions with residential energy customers; 6 in-depth interviews with residential customers with low literacy or numeracy skills; and 8 in-depth interviews with small business customers. A total of 48 respondents took part in this research which was carried out in Melbourne, Benalla, Canberra and Parramatta. It is qualitative and therefore investigative in nature. The main findings were:

1.1 ENERGY USAGE

- Respondents of all types demonstrated a poor understanding of their energy usage in terms of the amount of energy used. Not only did they struggle with the terminology to describe the amount of energy used, but also they were unable to imagine the size and energy value of a kilowatt hour of electricity or a megajoule of gas. Respondents were more able to work out how much they spent annually on energy, but this capacity was not universal.
- Domestic customers had a sense of whether their consumption of energy was high or low in comparison with others. Businesses found this comparison harder to make relative to businesses of similar size or turnover. Customers who believed they used a relatively high amount of energy seemed to be more able to estimate their energy use both in units and in dollar terms.

1.2 SWITCHING BEHAVIOUR AND KNOWLEDGE OF THE MARKETPLACE

- In Victoria, all respondents knew that they could choose their energy retailer and had switched retailer at least once. The reverse was true in Canberra where few respondents were found who knew they had a choice of energy retailer, as a result of which both groups were conducted with people who had not switched. In Parramatta, we were able to recruit one group of energy customers who had switched and one who had not switched as planned.
- Although this was a qualitative research programme, we were unable to find anyone amongst the “switchers” who considered or compared the offers of more than two energy companies when making a choice. In most cases, switching occurred as a result of a direct sales contact from a retailer, either by telephone or in person. Some respondents had been motivated to “shop around” for a new supplier if they received a particularly high bill, if they moved house or business premises or if they had a billing or service problem. Some were motivated to try to save money by bringing gas and electricity bills together with one retailer. Once the decision to consider alternatives to the current supplier had been made, the decision of which company to choose usually rested on price, although improved service, flexible payment options and the ownership of the company were important factors for some.

1.3 INFORMATION SOURCES

- Few respondents had proactively looked for independent pricing information prior to choosing a retailer. Most made contact with the retailer and gathered pricing information verbally. Those customers who received a face-to-face sales approach were generally given a quote comparing their current bill with a projected bill. None of the respondents in Victoria (where retailers are obliged to publish PDS' on their websites) had been given or were referred to a Pricing Disclosure Statement (PDS).

1.4 REACTIONS TO EXISTING PDS'

- When respondents were shown some actual PDS' from Victoria (where retailers must follow guidelines regarding the information published) and South Australia (where retailers must complete a proforma) they were generally positive towards them and the information contained within. Respondents believed that these would be available in a range of media and none of the Victorian respondents had uncovered them on their retailers' websites. Amongst all respondents, those who had consulted websites had done so to find out the contact and/or ownership details of the retailer.
- Examples of some Victorian PDS' were always shown first and the reaction was similar amongst respondents. Participants thought the information was comprehensive, possibly too detailed and found it difficult to compare one PDS with another. The notable exception was amongst people with limited literacy or numeracy skills who found the amount of information too daunting.
- The South Australian PDS' examples were shown next. All respondents thought these allowed for easier comparisons across the offers because the amount of information was reduced and they were easier to read and understand.
- In PDS' from both states, the use of colour, simple language, tabulated data and appealing visuals were complemented whereas the use of jargon was disliked. The South Australian model presented price information as annualised dollar and usage figures for three different energy usage levels. While this allowed easy comparability, businesses, in particular, found it hard to know which energy band they would fit into.

1.5 REACTIONS TO THE CONCEPTS DEVELOPED BY AER

- Respondents were then shown five concept PDS' developed by the AER. Once again they appreciated clear and simple language, the use of graphics and pictures, and colour. One concept (labelled B) consisted of a single written sheet. Few respondents liked this because of its brevity, format and the need to read the entire document, and then refer to other documentation to find more details. By contrast, all people who had numeracy problems chose this as their ideal. Some people with literacy problems found even this daunting, opting for tabulated

information instead. Once again, people with limited literacy and numeracy skills rejected the more detailed PDS' as being too difficult and confusing and said they would give this information to a trusted person, welfare or community group in order to get help in understanding it.

1.6 DEVELOPMENT OF PDS'

- With the exception of the respondents with literacy and numeracy problems, other respondents wanted to see similar information in the PDS, namely:
 - The price per unit of energy with an easy way of converting this to potential annualised costs for their home or business. Respondents liked the idea of “high”, “medium” and “low” usage, but business customers in particular, could not work out easily which category they fitted into;
 - The terms and conditions that apply (in particular any penalties or discounts that might apply and anything that locks them into a contract);
 - The contact details for the retailer and details of its location;
 - Information available in different forms, not just on websites.
- Businesses placed a greater emphasis on pricing information and were less concerned about the presentation of the information than domestic customers. Four of the five concept documents prepared by AER (the exception being concept B) provided the necessary information. In producing or describing their “ideal” elements of a PDS, respondents incorporated elements of all of the four showing slight preferences for the concepts labelled A, D and E with the colour/shading idea used in concept C.

1.7 RECOMMENDATIONS

As a result of this research programme we recommend:

- Giving very careful consideration to the medium in which PDS' are published, in particular, we caution against requiring these PDS to be available on websites alone.
- Consumers need pricing and other comparative information when they are in the process of choosing between energy retailers. This happens when a direct sales contact is made with them or they are pro-actively motivated to switch. The AER should consider requiring retailers to make this information available to consumers when they make switching enquiries or when a direct sales approach is made to them.
- Respondents were very positive to the PDS documents shown to them and particularly to the South Australian template approach because consistent information was presented allowing comparisons to be made easily. The concept

documents were also well received and there was general agreement that such information would be useful for consumers when making a choice between retailers. The ‘ideal’ documents produced in the workshop sessions were also consistent in the type of information, the order it was presented in and its layout. This suggests that PDS documents would be more useful to customers if they were prepared following a proforma.

- Information that should be included in a PDS document, in approximate descending order of importance is:
 - *Price information with both unit prices and annualised costs*
 - *Examples to put context to energy usage, for example, domestic customers were interested in average total energy costs for houses of different sizes and types and commonly used household appliances. Businesses thought it would be more difficult to give examples of average energy costs for businesses that they could relate to, but were also interested in the energy used by common business appliances, such as computer screens, printers and photocopying units.)*
 - *Key terms and conditions – especially any that relate to penalties that may be applicable*
 - *Full contact details for the retailer*
- Business customers were less concerned about the visual appeal of the document, but like other customers also wanted simple, easily accessible information that did not require them to do further research.
- We recommend further refining PDS documents based on the combined format and content of Concepts A, D and E with elements of the others as appropriate. We recommend producing final concepts and testing these again prior to release based on real data. The key information requirements are the same for both domestic and business customers and a single base proforma could be developed to suit both. However, if examples of energy usage and annualised cost data are included in the proforma, these will need to be customised to suit the two markets.
- We do not recommend developing a separate proforma for customers with limited literacy and numeracy skills. Anything developed specifically for them would be viewed as too simplistic by the rest of the population should it be generally available. However, we believe that retailers would need to provide further assistance to people who present with literacy or numeracy problems to help them understand the retail offer and pricing information. It may also be useful to ensure that pricing information is made available to welfare agencies and other intermediaries who, our research suggests, may be contacted for assistance.

2.0 BACKGROUND AND OBJECTIVES

A national framework for the regulation of electricity and gas retail markets (other than retail price regulation) is currently being developed by the Ministerial Council on Energy (MCE). Under this proposed retail framework, the Australian Energy Regulator (AER) will be required to develop a Retail Pricing Information Guideline (Guideline). The purpose of the Guideline is to assist customers to readily compare different energy offers made by retailers, by specifying the form and manner in which the details of these offers are presented.

Currently the regulation of electricity and gas retail markets is undertaken separately for each Australian state by a jurisdictional regulator. Also, the competitiveness of each energy retail market varies across the jurisdictions. This can range from full retail contestability (FRC), where all customers are permitted to enter a supply contract with a retailer of their choice, to state-owned energy retail assets with some form of price cap regulation.

In 2001, Victoria became the first state to move towards (and achieve) FRC. Nearly a decade later virtually all Victorians know that they can choose their energy retailer and the majority has a market contract in place. Nonetheless, a high proportion struggle to nominate more than one other alternative to their current supplier and the majority claim no likelihood to switch supplier in the near future. The jurisdictional energy regulator, the Essential Services Commission (ESC), has developed an Energy Price and Product Disclosure Code that obliges retailers to provide customers with pricing information. In essence, prices are disclosed on the basis of a price per unit of energy. In addition, the ESC has developed an online *price comparator* that enables customers to enter their details to find out what other offers may be available based on the information provided by retailers.

South Australia followed Victoria in its move towards FRC. The South Australian energy regulator, the Essential Services Commission of South Australia (ESCOSA), also has a price disclosure code that obliges retailers to provide fact sheets for each market offer showing per annum costs for different levels of energy consumption.

In the ACT there are no requirements for retailers to disclose prices in the same way as in Victoria and South Australia. While at the moment there are no price disclosure regulations in NSW, the state government is currently consulting on introducing a similar regime as well as working on these and is establishing a 'Price Comparator' website to assist customers in comparing prices.

The system for price disclosure in Queensland is similar to South Australia – that is, it requires retailers to provide annualised costs of each market offer in a fact sheet format.

While all these regulations aim to provide customers with comparable information, retailers offer discounts, have different rates for on- and off- peak electricity use and may charge a premium for some products such as green energy. While most states expect retailers to publish this information, the fact that they all have slightly different products and pricing strategies makes it very difficult for customers to be sure they

are *comparing apples with apples* when they come to make a decision to switch energy retailers.

Research¹ conducted in Australia and overseas has shown a number of similarities amongst the views of domestic and small business users of electricity and gas:

- There is little interest in the category – provided the lights come on or the fire/heater ignites, most customers have little cause for complaint and see little difference between brands and retailers. Indeed many customers do not know who their electricity or gas retailer is and few can name more than one possible alternative supplier for one or both fuels. Even the introduction of new products such as *green energy* and more recent innovations such as solar power have done little to stimulate interest.
- Nonetheless, the energy retailers have taken it upon themselves to stimulate movement in the market by approaching potential customers with offers and there is much evidence that this has led to increasing proportions of small customers switching their retailer. There is also evidence that this activity leads to consumer fatigue, particularly in markets with many retailers and/or that have been contestable for a few years.
- Increases in energy prices are also providing a catalyst for customers to shop around for a better deal. The research also suggests that those most likely to consider shopping around are those who are not solely or largely dependent on government benefits for their income but members of the, so-called, working poor – in Australia this includes people who live in households with incomes somewhere between \$25,000 and \$60,000, but particularly on the lower end of this band.
- There is evidence that trying to compare prices is difficult for customers and this is likely to become more complicated as innovations such as Smart Meters are introduced. The introduction of Smart Meter technology will make *time of day* metering and tariffs possible, meaning that customers will not only need to know their total consumption (which they have poor knowledge of) but also their consumption patterns in order to make a clear assessment of the pricing information put before them.

The problems of lack of interest, but particularly comprehension of energy prices have been tackled in a range of ways in the UK, USA and Australia. In all jurisdictions consumers, while needing enough information to make informed decisions, do not want to be swamped by it. In addition to the price disclosure models described earlier for Australian states, other models have been trialled with varying amounts of success:

- At time of writing, based on research conducted by Ofgem, the energy regulator in Great Britain, is about to implement regulations that will require retailers to provide detailed information on customers' annual consumption and their tariff

¹ Eg Full Retail Contestability in the Victorian Energy Market, 2001 – Wallis Consulting Group for Essential Services Commission, Review of Competition in the gas and electricity retail markets in Victoria, 2007 - Wallis Consulting Group for AEMC

name with every bill as well as requiring them to send an annual statement of usage to ensure that when customers wish to switch retailer, they have easy access to all the information they need. These provisions go over and above the EC baseline measures on what retailers are required to include on bills.

- In New Zealand, retailers are obliged to provide certain information to customers but there is no prescribed way in which this should be done.
- Some states in the US have adopted a system that parallels food labelling showing the price per unit of energy, where the energy comes from, and CO₂ emissions.

Other products and services notably health insurance, mobile telephony, superannuation and mortgages pose similar problems to consumers when making purchase decisions. The industries are regulated to a greater or lesser degree - from telecommunications where no price disclosure information is required, to health insurance where Standard Information Statements are required, to financial services which require the provision of Product Disclosure Statements.

The purpose of the proposed research programme is to allow consumer insight to inform the AER's approach to developing the framework for the provision of pricing information to customers. As part of this, we also sought consumer feedback on the main price disclosure models currently in use in Australia. As different states are at different levels of competitiveness and some of the energy markets have more active retailers than others (hence there is a greater comparison task for customers), it will be beneficial to ensure that the range of market stages and complexities are captured. For this reason, the AER suggested undertaking the research in the following areas:

- Canberra, ACT which has two active retailers and relatively low rates of switching;
- Parramatta, NSW which has nine active retailers and moderate switching rates; and
- Melbourne and Benalla, Victoria which has fourteen active retailers and high switching rates.

Given the pricing information specified in these guidelines must be comprehensible to consumers of all types, the AER wanted to capture as broad a range of input as possible, including any differences in opinion that might exist on the basis of:

- Gender
- Age
- Socioeconomic standing
- Switching experience
- Educational ability (particularly with different levels of numeracy or literacy)

While its main focus is on domestic customers, small business customers are also within the scope of this research, as the Retail Pricing Information Guidelines will apply to them as well.

The specific objectives of the research programme are:

- To understand how consumers currently compare energy offers
- To obtain consumer views on existing price disclosure models and the accessibility of information on energy retail offers; and
- To obtain consumer feedback on various methods of presenting retail price/ offer information including a number of possible options (templates) being considered by the AER as part of developing the Guideline.

The remainder of this document outlines the findings from a qualitative research program designed to meet these objectives and guide the production of Retail Pricing Guidelines in line with consumers' needs.

3.0 METHODOLOGY

A program of qualitative research was developed to encapsulate states – Victoria, ACT and NSW – at different stages of competitiveness of their retail energy markets as well as respondents from a range of different socioeconomic backgrounds. Table 1 on the following page outlines the program of focus group workshops and face-to-face interviews, which were conducted in May 2010. The recruitment of respondents was outsourced to Cooper Symons and Associates in Victoria and their quality accredited partners in the other states/territories. Overall, 48 people took part in the program.

This approach was selected because of the opportunity that focus groups and in-depth interviews allow for exploration of participants' understanding of pricing guidelines and information, motivations (e.g. for switching retailers), experiences and preferences, all of which were important in this case.

More specifically, the thinking behind this program was to capture and contrast the views of:

- High and low energy users (within the in-scope usage of gas and electricity)
- People of different ages, including self-funded retirees and pensioners
- People with different levels of literacy and numeracy
- People who have switched suppliers with those who have not
- People in different jurisdictions and with access to different levels of service and support by virtue of their distance from sales offices or access to broadband and therefore the means and ease with which they can obtain or access information.

Table 1: Summary of groups and interviews conducted

	Victoria		ACT	Sydney
	Melbourne	Regional Victoria (Benalla)		
Workshops	<p>1 Have switched, supplier Above av. energy user HH income > \$60K (aged over 60)</p> <p>1 Have not switched – Below av. energy user, income less than \$60,000 (aged 30 – 40)</p>	<p>1 Have switched, HH income < 60 k (aged 60 – 70)</p> <p>1 Mix of switching behaviour, HH income > \$60,000 (aged 30 – 40)</p>	<p>1 Have not switched Aged under 40</p> <p>1 Have not switched Aged 40 – 60</p>	<p>1 Have switched Aged under 40</p> <p>1 Have not switched Aged over 60</p>
Interviews	<p>Limited literacy/numeracy – switched supplier</p> <p>2 Limited literacy numeracy – standing offer</p>	<p>Limited literacy/numeracy – switched supplier</p> <p>Limited literacy numeracy – standing offer</p>		<p>Limited literacy/numeracy – switched supplier</p>
Interviews with Business	2 in energy intensive industries (eg food prep)	2 in energy light industries (eg Legal services)	2 in energy intensive industries (eg food prep)	2 in energy light industries (eg Legal services)

In overview, the research programme conducted was as follows:

- **Eight focus groups in total** – two each in Melbourne, Sydney (Parramatta), Benalla (regional Victoria) and Canberra. Benalla was chosen as a suitable regional location in Victoria because it has been subjected to heavy marketing activity by retailers. It also has more limited access to broadband internet than other locations which may restrict access to information, particularly given the Essential Service Commission requires pricing information to be available on retailer websites.
- Despite small groups, we were unable to recruit a group of non-switchers in regional Victoria or any switchers in ACT. Also, a late cancellation by a respondent (low literacy and numeracy, standing offer) in Parramatta due to hospitalisation meant an alternative interview was conducted in Melbourne instead.
- The groups were also controlled to include a mix of people including high energy users who had switched suppliers, on middle to high incomes (more than \$60,000 annual household income); people on lower incomes who have not switched suppliers and reported below average energy use; people who have switched suppliers aged under 40; and those who have not switched aged over 60.

- Materials shown to the groups included:
 - PDS information for AGL, Origin and TRUenergy under both the SA and VIC existing price disclosure regimes
 - Five concept PDS' developed for research purposes – Companies A, B, C, D and E

The workshops, which were two hours in duration, encouraged general discussion of energy bills, switching behaviours, assessing current information (i.e. the preferences of participants to the content, format, layout and useability of the PDS examples from SA and Victoria) and reactions to new 'dummy' models (Company A through to E). Workshops were also set up so that individuals could complete a "scrap book" session where they were encouraged to develop their ideal PDS by using pieces of information from any of the PDS documents or concepts and creating their own ideal price disclosure statement.

The in-depth interviews followed a similar structure to the workshops, but instead respondents were encouraged to describe the ideal PDS, rather than using a 'cut and paste' approach. The interviews were conducted at a place convenient to the respondent (either at their home or workplace) and were 45 minutes to an hour in duration. **In total, fourteen people were interviewed** as follows –

- Six people with limited literacy and numeracy skills living in Victoria and NSW (three switchers and three non-switchers).
- Eight small businesses across the three States, all with varying levels of energy use. We spoke with business owners/ managers in different industries in order to capture those that are heavily reliant on energy versus those that are not so reliant.

4.0 KEY FINDINGS

While the main focus of this research program was to investigate the information needed by energy consumers in order to compare offers to choose between energy retailers, it was necessary to set the background and context for respondents. Discussions therefore began with a brief discussion of their energy usage, switching behaviour and knowledge about the marketplace. Respondents thoughts were then focussed on existing PDS documents prior to being asked to develop their own ‘ideal PDS’ based on the information shared and gathered. This report describes the findings in the following sections:

- Energy usage
- Switching behaviour and knowledge of the marketplace
- Reactions to existing PDS documents
- Reactions to concept PDS documents
- Essential elements for PDS documents
- Recommendations

4.1 ENERGY USAGE

Respondents had been asked by recruiters to look at their energy bills for the past year prior to the group discussion (if they had them). Most looked at their latest bill, but few had attempted to work out their annual consumption and therefore had a poor knowledge of their total energy usage over a year. Not only did they have trouble in estimating the amount of energy used – including those who had brought their bills with them to the group discussion or interview – but respondents also had trouble in recalling the name, or relating to, the units used to measure energy.

“The figures show fractions of cents for a kilowatt hour for a fraction of a second. I simply don’t understand this!” – Melbourne, below average income

“We’re all electricity and spend about \$2,000 annually – it has gone up a lot recently. I’ve no idea about the kilowatts!” – NSW, Locksmith

“What does MJ mean? It’s so confusing. Why don’t they just tell us what it stands for? An explanation would be nice” – Melbourne, low literacy and numeracy

“All this is mumbo jumbo. Why can’t they just stick to kWh? That’s what we’re used to” – Melbourne, low literacy and numeracy

Respondents did have a sense of whether their bills are high or low relative to others and domestic customers routinely pointed to the presence of children in a house as being highly correlated with higher energy usage and bills.

“I live in a townhouse and we’ve only got electricity. My annual bills would be about \$1,800 – and I’ve got slab heating in the floor” – Melbourne 60+

“We only have electricity and spend \$1,800 - \$2,400 a year. I’d say we’re pretty average users compared with other businesses” – ACT, printing and copying firm

“We spend about \$500 per quarter on electricity and \$200 per quarter on gas. I wish it wasn’t so high, but you can thank our teenage daughter for that!” – Melbourne, low literacy and numeracy

Respondents of all types were better at estimating the dollar value of their energy bills on average and for the whole year than they were at working out their annual consumption of gas or electricity.

“My winter bills are about \$400 per quarter and in summer it’s between two and three hundred” – Melbourne, 60+ (above average income)

“We spend \$2,000 per quarter on electricity and just under \$1,000 on gas” – commercial laundry, Melbourne

However, some members of every group and some business respondents struggled to do this too:

“I really don’t know how much we spend” – Melbourne, 60+

“I’m all electricity. My annual cost’s about \$2,000 – I think. It varies. It has gone up, as electricity has.” - Sydney, locksmith

“It changes from quarter to quarter. I can’t be 100%, but it’s definitely more in winter” – Melbourne, low literacy and numeracy

There appears to be a relationship between a better understanding of the costs of energy and usage and/or reliance on energy. Thus businesses that used a large amount of energy compared with their size, for example a laundry, and those who were heavily reliant on energy (e.g. a computer sales and service store) seemed to have a better understanding of their energy costs than householders or business people for whom energy played a small part of household or business running costs.

4.2 SWITCHING BEHAVIOUR AND KNOWLEDGE OF THE MARKETPLACE

As would be expected, participants' knowledge about their ability to choose an energy retailer varied by state:

- Victorians who have been able to choose since 2001, were all aware that they could choose their supplier. Indeed we were unable to recruit groups comprising non-switchers given it was hard to find people who did not have a market contract.
- Sydneysiders were mostly aware that they could choose but knew of few companies that they could choose between – those who had switched were more aware than those who had not.
- In Canberra, the concept of switching was alien with ActewAGL being the retailer all respondents dealt with – although some had purchased utility bundles through TransACT (a subsidiary of ActewAGL).

"I didn't know we're deregulated. But come to think of it, about 18 months ago someone contacted me and tried to tell me that I didn't have to stay (with ActewAGL). I had to buy a certain amount of electricity. I didn't like it. They weren't local, I had to buy a certain amount in a set period" – Canberra, printing firm

"It needs lots of utilities to make it worthwhile. You can bundle mobile, internet, gas, electricity etc. For me, I'd just come back from overseas so I did this...and I didn't because my contracts with Telstra, cable and other utilities expired at different times and I was happy with them anyway" – Canberra, under 40

Approximately half of the respondents in this qualitative research program had switched their supplier and while their behaviour cannot be considered representative of the populations of the three states included in the study, no-one was found who had compared more than two companies when making a choice of retailer.

Most respondents who had switched had done so because they had been approached with an offer by a retailer. Respondents were, therefore, comparing their current offer with the one that had been put to them.

"I have a weatherboard house that uses lots of power. I was with Country Energy until 6 months ago. I received a phone call offering a better deal" – Melbourne, 60+

Benalla was chosen as a destination because there had been a lot of retailer activity in the area. In both groups and in all depth interviews in the area respondents had a large amount of experience both of door-to-door sales activity and telemarketing. While respondents professed to dislike this, several respondents did switch as a direct result of the contact.

“I went to get the current premises connected and contacted my retailer. They said that they wouldn’t do a new connection because I was a bad debt. I’ve never missed a bill – admittedly I’ve been a bit late with a couple – but a bad debtor! Then another electricity retailer (second tier) just happened to call a staff member and we went with them. I normally wouldn’t have considered this” - Benalla, computer service company

“I’m with Victoria Energy for gas and electricity. I think they came to the door. I pay by direct deduction now, so when people come to my door I just tell them I can’t be bothered changing – I don’t want to get myself in trouble – at the moment I’m in control” - Benalla, low literacy and numeracy

Respondents elsewhere had switched because of direct contact as well. They were motivated to switch for price and, for some, the company’s ownership was important (being Australian owned was mentioned frequently by respondents as an important factor):

“I had a guy come to the door. I got him to come back again. He compared bills and showed me the savings. I just checked out the old bill and the information he gave me.” – Parramatta, switcher, under 40

Respondents of all types were typically only motivated to switch retailer of their own accord if:

- they moved house or business premises or built a house or office requiring a new supply
- there was a large unanticipated bill or recurring billing problems
- there was a service problem.

Customers of all types who were “shopping around” gave their current retailers a chance to quote unless there had been a service problem – and in this matter they did not differentiate between instances where the retailer or the distributor had caused the problem.

“With Red, I had problems with the power. I had three-phase power and I had a box to the building burn out. Red blamed Citipower, Citipower blamed Red” – Melbourne business owner, high electricity user

In these circumstances, customers tended to choose retailers they were aware of rather than second tier retailers. This was especially true for the businesses interviewed:

“We were with Origin for gas and TRU for electricity. We changed because we thought that if we put both together we would do better. So we approached the two and chose the cheapest. Origin and TRU have the biggest presence” – Benalla, Real Estate Agent

Several respondents mentioned that being given early payment discounts, bill smoothing and other flexible payment options were the main or a major reason for their change.

“I get a monthly bill, which is good because of my budget and I get a discount for prompt payment!” – Benalla, over 60 switcher, lower income than average

“I was offered direct debit. It was the ease of payment for me (the reason I switched) and they’re Australian owned” – Melbourne, lower income than average

In summary, respondents were looking to change supplier for a range of reasons including:

- Price
- Convenience (bundling products together, e.g. dual fuel or telecoms, and others as well)
- Better service
- Flexible payment options
- Ownership (with a clear stated preference for Australian ownership)

Thus respondents wanted information about these matters when comparing offers and assessing whether or not to choose a different retailer. Most admitted that they didn’t have this information when they had made their own choice to switch and relied on the information given to them at the door or over the phone. As we shall see in the next section, no Victorian respondents in this research program had seen or been given a Pricing Disclosure Statement.

4.3 INFORMATION SOURCES

Most respondents who had switched or considered another retailer had not actively looked for information regarding prices when making their switching decision. As mentioned previously, most relied on the information given to them verbally either in person or over the phone. At the door, most were given information by salespeople comparing their current bills with the projected bills, and the terms and conditions that would apply. Several businesses had made enquiries about prices from retailers, but had made these by phone. In Victoria, retailers are obliged to publish a PDS on their websites. No Victorian respondents had seen a Pricing Disclosure Statement.

Some respondents had gone onto the internet, especially those who were interested in the ownership of the company, to find out more about the companies of interest. In those group discussions and face-to-face interviews where internet access was available (Melbourne and Sydney) respondents were shown the ESC's price comparator website. No-one had used this themselves, but respondents professed interest in the information contained within it and its ease of use.

"This is what you want to look at. I'd start off with one of the bigger energy retailers – it's not all about cost" – Canberra, Clothing store

On balance, most felt they wouldn't use it at the moment:

"I'd go a step further. That's quite good. Choice might also do this. But the big picture is our annual bill is \$2,400 – if it's only a small amount you're saving and it would be, it's not worth the effort" – Benalla, real estate agent

Respondents also did not expect to find pricing information designed for the public on regulators' websites.

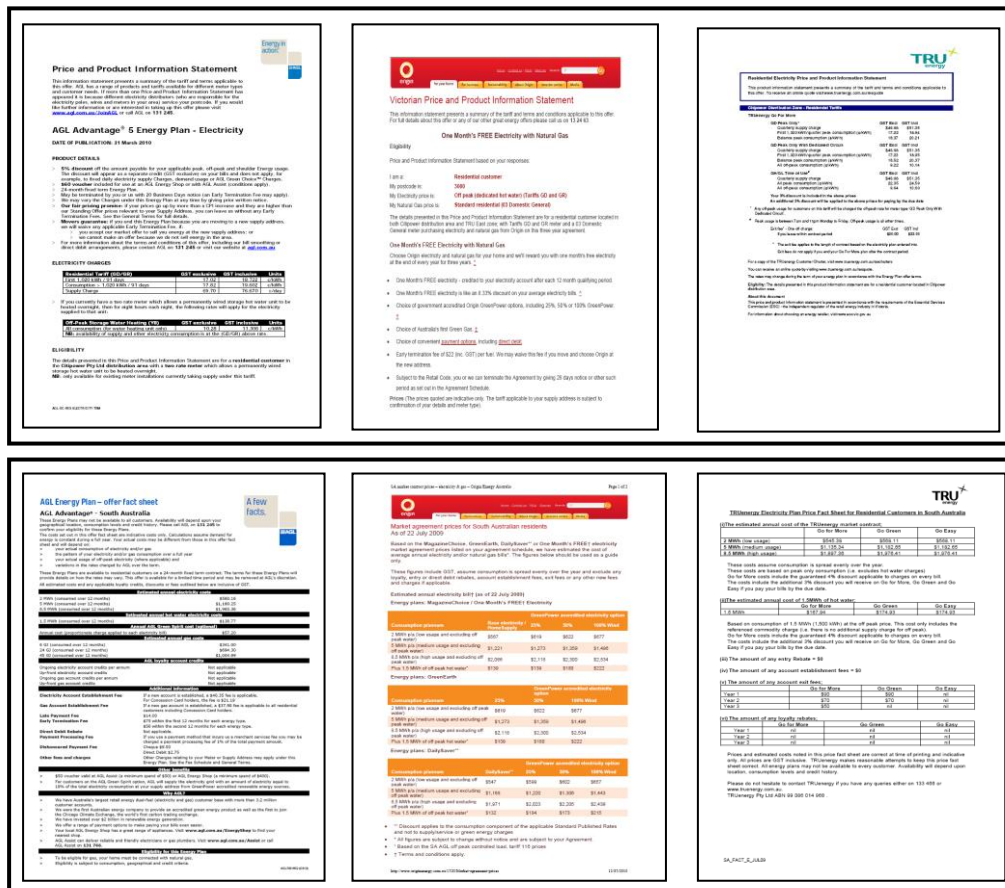
"The Australian Energy Regulator doesn't sound like it's for the consumer." – Canberra, under 40

- *"I wouldn't look at the regulator unless it has a separate website or calculator"* – Canberra, 40 – 60

Participants who had access to the internet or who raised it in discussion, suggested that they would use a number of search words if looking for information about prices and retailers including "Electricity", "Energy", "Supplier", "Company", "Compare", and "State/location".

4.4 REACTIONS TO EXISTING PRICING DISCLOSURE STATEMENTS

Six existing PDS were shown to respondents. Three of these were from Victorian incumbents and were shown to respondents first. They were then shown the same companies' PDS' following the South Australian (ESCOSA) template. A4 size versions of these documents are included in the Appendix.



While this is a qualitative research program, forty-eight respondents participated, slightly more than a third of whom were located in Victoria. No-one in Victoria (where retailers are obliged to publish PDS') had seen a PDS and they were unsure as to where they would find such a document.

"I've never seen the Victorian fact sheets. The government sent a letter but it didn't have anything like this in it" – Benalla, 60+ years

The general response to the Victorian PDS' being placed on retailers' websites was:

"But not everyone has access to a website"

All the respondents in this program had access to the internet even if via a local library. Given only a couple of Victorian respondents had looked for information about energy retailers through this medium and this related to address and ownership details, this reaction suggests that searching the internet for this type of information is

not top of a customer's mind. Respondents expected to find this information in a number of different media including in printed form.

It is worth noting that people who have limited literacy and numeracy skills, when confronted with the PDS documents had great difficulty in understanding them. Most of them gave this type of information to trusted friends, welfare and community agencies to ask for assistance in interpreting the information. It is therefore important that these intermediaries know how to access appropriate information and interpret it.

4.4.1 Victorian Price Disclosure Model – unit pricing approach

Reactions to the PDS documents were generally positive in terms of the information contained within them and the layout. Origin Energy's PDS was picked out regularly as being the easiest to read because of its use of colour, larger font and white space. Using tables to display unit pricing information was considered to be simple and easy to understand by most. One Melbourne Group respondent summed up the general feelings about the three documents, this way:

"TRU – there's lots of information, but the writing is so small. AGL looks well set out and I might be able to read this. Origin I'm inclined to read because it's red and the font is larger – and I prefer to see the prices up front"

There were no differences in these feelings between respondents of different types, with the exception of people with limited literacy and numeracy skills. To them, the amount of information in all of the PDS' was overwhelming:

"I can't... There's just too much information. I get confused" – male with limited literacy and numeracy skills, Benalla

"AGL looks straightforward, TRU energy – this is difficult, there's too much information. I could work at it, but this would take me a week!"
female with limited literacy and numeracy skills, Benalla

When considering the information contained in the three Victorian PDS', most participants found that the unit price approach and format in which the information was provided did not allow them to compare the offers easily. The key reasons for this were that each company provided its pricing information and terms and conditions in a different way and in a different part of the document. This meant that respondents needed to read the "fine print" to understand the basis on which the prices had been given. For example, one PDS drew attention to the offer of a month's free energy and respondents could not tell easily whether this was included in the stated unit price. Businesses, in particular, were keen to hone in on pricing information before anything else, whereas other consumers were looking at other information including termination fees, discounts/ special offers, payment terms and company ownership and contact details.

“The first thing I look for is price. Then I look at the product details and then incentives afterwards” - Melbourne, commercial laundry

The following exchange from the first Melbourne group was typical of the thought processes of domestic consumers when they viewed the documents – in essence they were scanning the documents for things they didn’t understand and they found many:

“...They’re offering different things so you can’t compare them...”

“...It’s confusing, they’re giving out three different messages...”

“What’s an Early Termination Fee?..”

“Dedicated circuit?...”

“This has got time of use (referring to peak and off peak)...”

“To compare you need the same kind of format.” Melbourne, above average income

The last comment drew general agreement from the group and it summed up the conclusion they and other respondents came to as they assessed the strengths and weaknesses of these documents.

Overall, the strengths of all three were considered to be:

- It is reasonably easy to see the price schedules (even if participants found it difficult to compare them directly)
- Origin and AGL were complimented for layout, relatively large type face and being easy to read
- They provide a lot of information and contact details to find out more

And the weaknesses were:

- The use of “jargon” (e.g. Early Termination Fee, kWh)
- A lot of the detailed terms and conditions were on the back page (which some people had failed to see)
- There is a lot of information that is not readily or easily comparable.

4.4.2 South Australian Model – annual cost approach

Given the reactions to the unit pricing model in place in Victoria, respondents generally preferred the annual cost approach adopted by South Australia because:

- There is consistency in the cost data presented – therefore allowing comparisons to be made more easily.

“You’ve got a much better chance of comparing the data”

- There is less information so the layout seems clearer

“I much prefer this method, it’s simpler and clearer. You get straight into the costs and any additional info” – Canberra, clothing store, low energy costs

- Some preferred annualised cost information since they are not able to visualise their energy consumption or a single unit of energy

“I have no idea how many kilowatt hours I’d use. This gives you an example. 0.00072 of a cent doesn’t mean much” - Canberra under 40

Once again people with limited literacy and numeracy skills were overwhelmed by these PDS’ and in most cases did not have a preference between the South Australian or Victorian models. Reactions to both were similar.

“I guess I prefer the South Australian fact sheet, it seems a bit clearer, I can see the termination fees straight away” – Melbourne, limited numeracy and literacy skills

“It’s all much of a muchness really. I’d still have to have to sit here and read these things carefully. I could be here all day!” – Melbourne, limited numeracy and literacy skills

Businesses, in particular, disliked the annualised costs system of showing prices, since they were unsure how much energy they used and how to categorise themselves.

“I like the template and the consistency, but the yearly rate I find strange. I prefer to see how much it will cost me – I don’t know whether I’m a high, medium or low user” – Benalla Computer Service Company

“Victoria’s (price schedule) is better because you can’t see what you are on the South Australian sheet” – Benalla, Real Estate Agent

“The annual costs are good for business, but I’d need the Megawatt data to really work out what my costs would be – I don’t know how many Megawatts I use. I suppose I could work it out from the bill” – NSW, Locksmith

Domestic customers were more able to relate to annualised costs as they had a sense for whether they were low, medium or high users. However, they also had no idea about their actual consumption, so struggled with this concept as presented to them.

“You don’t go to a petrol station and work out how big your tank is and buy on the average, you look at the cents per litre” – Benalla, under 40.

This led respondents to conclude that the strengths of the South Australian model were:

- Comparable data allows comparisons to be made more easily
- A smaller amount of information is easier to understand - it makes for a clearer layout and is more enticing to read

The key weakness was showing annualised cost data without the underlying unit price information and with no means of knowing precisely what that means for an individual household or business.

4.5 REACTIONS TO THE CONCEPTS DEVELOPED BY AER

Five concepts, labelled A to E, were given to respondents. These were developed to offer a range of information, depth of content, colour, styles and complexity of language. Each one is shown here and the A4 versions are appended.

4.5.1 Concept A

ENERGY COMPANY A – PRICE DISCLOSURE STATEMENT

This disclosure statement presents a summary of the costs associated with the sale of electricity to your premises under the Energy Company A's Advantage Plan. On this plan, the rate you are charged for the electricity you consume varies depending on the time that you use it – normally electricity you consume during peak periods is charged at a higher rate than the electricity used during off-peak periods.

Eligibility

This plan may not be available to all customers. Availability will depend on a number of factors including your geographical location, consumption levels and credit history. Please call Energy Company A on 13 24 56 to confirm your eligibility for this plan.

The details in this disclosure statement should apply to you if you:

- Are a residential customer in the Powercorps Pty Ltd distribution area; and
- Have a "time of use" meter installed at your premise. This means your meter can record how much electricity you consume during peak and off-peak periods.

This Plan is available to residential customers on a 24-month fixed term contract. The terms and conditions for this plan will provide further details on how Energy Company A may vary the rates charged to you under this plan.

This offer is available for a limited time period and may be removed at any time at Energy Company A's discretion.

Electricity prices

Applicable charges	Cost (GST inclusive)
Peak Consumption (7am-1pm, Mon-Fri)	23.22 c/kWh
Off-Peak Consumption (All other times)	10.30 c/kWh
Supply charge	83.61 c/day

We have provided some information over the page to help explain how much electricity standard household appliances typically use.

Other Information

Fees	
Early Termination Fee	\$50 if you exit the plan before it expires
Rebates	
Prompt Pay Discount	5% discount on each quarterly bill when paid on time
Contract details	
Fixed contract length	24 months
Cooling off-period	10 days

Additional Benefits

- \$2,000 travel prize draw
- To thank you for signing up to this plan and as a valued customer of Energy Company A we will reward you with a one off automatic entry into a \$2,000 travel prize draw.
- Energy Company A's fair pricing promise**
- If your prices go up by more than a CPI increase and they are higher than the published tariff, you can leave us without any early termination fees.
- Concessions
- If you are entitled to any Government rebates or concessions, nothing will change as a result of switching to us.

Energy Company A's green credit option

For customers on Energy Company A's Green Credits option, we will supply the electricity grid with an amount of electricity equal to 10% of the total electricity consumption at your premises from Green Credits accredited renewable energy sources.

Card processing fees

If you use a payment method that incurs us a merchant services fee you may be charged a payment processing fee of 1% of the total payment amount.

Other fees and charges


Other Charges relating to your Meter or Supply Address may apply under this Plan. Please see the Fee Schedule and General Terms.

Why choose Energy Company A?


- We have Australia's largest retail energy dual-fuel (electricity and gas) customer base with more than 2 million customer accounts.
- We offer a range of payment options to make paying your bills even easier.
- We were the first Australian energy company to provide an accredited green energy product and we aim to be the first to join the Australian carbon trading scheme once implemented.
- We have invested over \$30 million in renewable energy generation.
- Energy Company A Handy Home Help can deliver reliable and friendly electricians or gas plumbers. Visit www.energycompanyA.com.au or call on 13 24 56.
- Your local Energy Company A Shops have a great range of energy efficient essential household appliances. Visit our website (see link above) to find your nearest shop and to see our latest and tasteful offers.

What can you do with 15kWh of electricity?


Below are some average running times for common household appliances using 15kWh of electricity. For all appliances, running costs will depend on the age and efficiency of the individual appliance. These examples are indicative only and provided for illustrative purposes.




Kettle:
Boil 7 litres of water



Washing machine:
1 cycle (60° wash)



100w light bulb:
10 hours



Dishwasher:
Approx 1 cycle

About this document

This price disclosure fact sheet has been prepared in accordance with the requirements of the Australian Energy Regulator (AER) – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet or to take up this offer, please call Energy Company A on 13 24 56 or see our website: www.energycompanyA.com.au

Most respondents liked Concept A because it contained comprehensive information and although there was a lot of information, it looked approachable because of the use of tables, shading and pictures.

“A has everything there, I don't like being referred off to somewhere else to find something” – Benalla Real Estate Agent

“Straight away I can see the information. It tells you peak and off peak – this is very good. It tells you what you can do with one kilowatt of electricity – that's interesting” – Benalla, over 60, lower than average incomes

While most people thought this was a good approach, the type face was criticised for being small and people with limited literacy and numeracy found the amount of information daunting.

“It's hopeless. Sorry!” – Benalla, male person with limited literacy and numeracy skills

“Forget it!” – Benalla, female person with limited literacy and numeracy skills

“Where do I begin?” – Melbourne, female person with limited literacy and numeracy skills

4.5.2 Concept B

ENERGY COMPANY B – PRICE DISCLOSURE STATEMENT

This disclosure statement presents a summary of the costs associated with the sale of electricity to your premises under **Energy Company B's Standard Energy Plan**.

Under this plan, you will be charged a single rate for all the electricity you consume.

Electricity Prices

Applicable charge	Cost (GST Exclusive)	Cost (GST Inclusive)
Electricity charge	21.77 c / kWh	23.95 c / kWh
Supply charge	83.61 c / day	91.97 c / day

Eligibility

The details in this price disclosure fact sheet apply to you if are:

- A residential customer in the Powerzone Pty Ltd distribution area;
- Consume electricity at your premises; and
- Have a single rate meter installed on your premise.

Other information

Information on fees, discounts and terms and conditions of the offer can be found at www.energycompanyB.com.au. You can also call us on 13 24 56.

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

This single page document was considered to be far too simplistic by most respondents, particularly business people who wanted to get all the information they required quickly, whereas this approach required them to do more investigation to find the details.

“It’s OK, but I don’t want to go somewhere else to find stuff out like terms and charges” – ACT printing firm

Also domestic consumers liked the size of the typeface and the uncluttered look:

“It’s nice and simple, but there’s not enough information” – Benalla, under 40, above average income.

It looks like an assignment – It’s too simplistic” – Canberra under 40

It was the preferred option for most people with numeracy difficulties:

“I need my glasses, but I can read this. It would take me a lot of time, but I can read this” – Benalla, male, low literacy and numeracy

But some people with low literacy skills struggled too:

“It’s no good. I can’t read. I’m better with tables. I don’t think there’s enough information” – Benalla, female, low literacy and numeracy

Few respondents used elements of this concept when constructing their own ideal PDS.

4.5.3 Concept C

ENERGY COMPANY C – PRICE DISCLOSURE STATEMENT

This price disclosure fact sheet presents an estimate of your electricity and gas costs under Energy Company C's Dual Fuel Energy Plan. The annual costs presented here have been calculated based on constant demand for energy over a full year. Your energy costs may differ based on:

- Your actual consumption for electricity and gas
- Your pattern of energy consumption
- Changes in applicable rates made by Energy Company C

Estimated annual electricity costs*	
Low usage 2,000 kWh consumed over 12 months	\$600.25
Medium usage 5,000 kWh consumed over 12 months	\$1,275.28
High usage 8,000 kWh consumed over 12 months	\$2,000.29


* Costs are exclusive of any applicable discounts or credit

Estimated annual hot water electricity costs

The estimated additional electricity costs for customers with meters that allow a permanently wired hot water storage unit to be heated overnight are \$150.75 annually on top of the prices indicated in the above table.

Estimated annual gas costs*	
Low usage 6,000 MJ consumed over 12 months	\$354.45
Medium usage 24,000 MJ consumed over 12 months	\$729.99
High usage 45,000 MJ consumed over 12 months	\$1,057.88

* Costs are exclusive of any applicable discounts or credit



An average three bedroom household in Australia uses around:

- 5,000 kWh of electricity each year
- 20,000 MJ of gas each year

Other information

- Fixed contract length of 24 months
- Early termination fee of \$50
- 5% discount on bill when paid on time
- Automatic entry into a \$2000 monthly travel prize draw
- 10 day cooling off period

Warning

The information presented in this disclosure statement is based on information provided by you and are only indicative of charges.

Eligibility for this plan

To be eligible for this offer, your home must be connected with natural gas. Eligibility also depends on geographical location, consumption patterns and credit criteria.

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet, please call [Energy Company C](#) on 13 25 47.

The use of colour was noted immediately by respondents and while some thought this unnecessarily wasteful or the actual colour too dark, the majority thought it was a good thing and referred back to Origin's use of colour in the PDS' they had viewed earlier. In particular, grading the colour as more energy was used was thought to be a good approach to showing the concept of using more visually.

"I like C – the gradation as you use more" – Benalla, over 60, below average income,

"You need pictures to break it up – and colour" – Sydney, 60+

"They're wasting money on presentation – but it is attractive!" – Benalla, under 40, above average income

The font and layout were liked as well and so was its succinctness.

"I like it because the information I'm after is on one page. Even though the amounts are shown annually, the colour bands help and there is a lot of information" - Computer sales and service store, Benalla

"I like the order of the information. They get straight to the point, which is good!" – NSW Locksmith

The use of pictures was liked to improve the visual appeal of the document. They were used by many respondents in their own PDS'.

Once again annualised cost information without the actual unit price details was criticised for the same reasons as before.

The elements of concept C used most frequently by respondents in their own PDS were the colouring, graphics, font and bullet points.

4.5.4 Concept D

ENERGY COMPANY D – PRICE DISCLOSURE STATEMENT

This price disclosure fact sheet presents an estimate of your annual electricity costs under Energy Company D's GoLight! Plan. It also shows the actual rates that you will be charged for electricity you consume.

The annual costs presented here have been calculated based on constant demand for energy over a full year. The actual annual energy costs you are charged may differ depending on:

- Your actual consumption of electricity and gas
- Your pattern of energy consumption
- Changes in applicable rates made by Energy Company D

Estimated annual electricity costs* (GST inclusive)		
Consumption level	General electricity costs only	Including off peak hot water costs
Low usage (2,000 kWh consumed over 12 months)	\$576.04	\$726.79
Medium usage (5,000 kWh consumed over 12 months)	\$1,107.04	\$1,257.79
High usage (8,500 kWh consumed over 12 months)	\$1,726.54	\$1,877.29

*Costs are exclusive of any applicable discounts or credits

The costs set out in the table above are indicative costs only.

Unit prices

The above table provides an estimate of your annual electricity costs under this plan. The rates that you will be charged for your actual consumption are shown in the table below:

Applicable unit rates	Cost (GST inclusive)
Peak (7 a.m. to 11 p.m.)	17.70 c / kWh
Off peak (all other times)	12.92 c / kWh
Supply charge	61 c / day

Other information

Fees:	
Early Termination Fee	\$50
Rebates:	
Discount	5% discount on bill when paid on time
Contract details:	
Fixed contract length	24 months
Cooling off period	10 days


Eligibility for this plan

The details in this disclosure statement apply to you if are:


- A residential customer in the Powerzone Pty Ltd distribution area
- Electricity is consumed by you on your premises and
- A time of use meter is installed on your premises. This means electricity is charged based on whether you consume it during a peak or off-peak period.

General information on the annual electricity costs for appliances

Below are some average running costs for common household appliances. For all appliances, running costs will depend on the age and efficiency of the individual appliance. These examples are illustrative only.



Plasma TV:
\$98



Clothes dryer:
\$85

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet, please call Energy Company D on 13 25 47.

Concept D had elements of colour, pictures, tables (showing annualised and per unit costs), a reasonably large font and a large amount of white space.

Several domestic respondents nominated it the best, given it had tapped into elements that they felt were important for them and there was little dissent from their fellow group discussions.

“It’s the best because it shows an estimated annual cost, actual unit costs, gives all the fees and rebates in a simple table and some interesting information as well (referring to the information on usage of TV and cooktop). It’s easy to read and I can relate to it” - Canberra under 40.

“I think this is best, because it gives estimated annual cost, actual unit costs, all the fees and rebates in a simple table and some interesting information. It’s easy to read” - Sydney, under 40

Respondents with limited literacy and numeracy skills found the tabulated data and the information about the plasma TV interesting, but still struggled with the amount of detail in the remainder of the document.

Business respondents were not so enthusiastic on the grounds that it didn't have all the information they required:

“It doesn’t have enough information. The basis of costing is not clear enough. It looks OK though!” – Melbourne, Commercial laundry

The key elements of Concept D that respondents used most often in their PDS were the tabulated data and graphics showing how much energy household appliances use.

4.5.5 Concept E

ENERGY COMPANY E – PRICE DISCLOSURE STATEMENT

This price disclosure fact sheet presents an estimate of your annual electricity costs under Energy Company E's GoLight! Plan. It also shows the actual rates that you will be charged for electricity you consume.

The annual costs presented here are calculated based on consumption profiles in your region which have been determined by the Australian Energy Regulator. The actual annual energy costs you are charged may differ depending on:

- Your actual consumption of electricity and gas
- Your pattern of energy consumption
- Changes in applicable rates made by Energy Company E

Estimated annual electricity costs* (GST inclusive)		
Consumption level	General electricity costs only	Including off-peak hot water costs
Low usage (E.g. a 1 bedroom flat with single occupant)	\$576.04	\$726.79
Medium usage (E.g. an average 3 bed house with 4 occupants)	\$1,107.04	\$1,257.79
High usage (E.g. a large house with 3+ bedrooms, reverse cycle air-conditioning and a swimming pool) <small>*Costs are exclusive of any applicable discount or credit</small>	\$1,726.54	\$1,877.29

The costs set out in the table above are indicative costs only.

Unit prices

The above table provides an estimate of your annual electricity costs under this plan. The rates that you will be charged for your actual consumption are shown in the table below:

Time of use	Applicable rates (GST inclusive)
Summer weekday peak (Mon – Fri 7a.m. to 11p.m.)	22.70 c / kWh
Summer weekday off-peak (Mon – Fri 11p.m. to 7a.m.)	17.92 c / kWh
Summer weekend (Sat – Sun, all day)	16.52 c / kWh
Winter weekday peak (Mon – Fri 7a.m. to 11p.m.)	20.92 c / kWh
Winter weekday off-peak (Mon – Fri 11p.m. to 7a.m.)	14.45 c / kWh
Winter weekend (Sat – Sun, all day)	15.15 c / kWh
Supply charge	54 c / day

*Summer charges apply 1 November to 31 March. Winter charges apply 1 April to 31 October.

Other information:

Fees	
Early termination	\$50
Rebates	
Discount	5% discount on bill when paid on time
Contract details	
Fixed contract length	24 months
Cooling off-period	10 days

Eligibility for this plan:

The details in this disclosure statement apply to you if you are:

- A residential customer in the Powerzone Pty Ltd distribution area in eastern Victoria (for map of this area see www.aer.gov.au/distribution)
- Electricity is consumed by you on your premises and
- A time of use meter is installed on your premises. This means electricity is charged based on whether you consume it during a peak or off-peak period.

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet, please call Energy Company E on 13 25 47.

This concept was the only one to show how more complex time of use tariffs might be displayed and there was a variable response to this idea. Beyond that, the use of tabulated information, clear and simple language and layout were well liked by most respondents

"It looks easy" - Melbourne, 60+

It prompted several respondents to nominate it their favourite and it was widely used as a base for group respondents when they developed their own PDS'.

Once again, this was considered too detailed and too complicated for people with limited literacy and numeracy skills.

As mentioned previously, reactions to displaying detailed information on a more complex time of use tariff were mixed. Some people, mostly businesses, liked this amount of detail, but others found this level of detail daunting:

"I love it because it's relevant to me. It states the time clearly. This is a winner" – Melbourne, commercial laundry, high electricity bills, – currently running machinery off-peak to save costs

"I don't think I'd like it – to be charged different things for different periods and summer and winter" – Canberra, printing firm

"Oh now! Time of day. This becomes too confusing, but the layout is good" – Canberra, clothing store, low energy usage

"Time of use – that's too complicated" – Benalla, real estate agent

4.6 DEVELOPMENT OF PDS'

In group discussions, domestic respondents were given a sheet of A3 paper each, scissors, pens, glue sticks and as many copies of the actual and concept PDS' as they wanted and asked to build their own ideal PDS document. Analysis of these documents showed that concept documents A, D and E were often used as base templates, with colour and pictures taken from concept C and Origin's PDS documents. While they varied in length, few strayed over one double-sided page of A4 paper and where this did happen, it was largely unintentional. Respondents were asked to explain the rationale for the way they had constructed their own PDS.

The rationale within and across groups was remarkably similar and successive respondents agreed with those who had preceded them in explaining their rationale. Not surprisingly, the key factors to emerge related closely to their knowledge of the market and energy usage as well as their reactions to PDS' whether real or in concept form. They were:

- The document needs to invite people to read it, so larger fonts, the use of tables, pictures and colour help in this endeavour.

"Simplicity is key!" – Melbourne, 60+ above average income

"Colour helps" – Melbourne 40 and under, below average income

"It needs to be really clear and simple with the minimum information. It must have colour, pictures and a large font" – Benalla, 60+ below average income

"It should be simple. They should just tell you the cost per unit" – Benalla, under 40, above average income

"It must be specific, yet simple information" - Canberra under 40

"It wants to be visually appealing...Keep it simple....Not too crowded, lots of white space" – Canberra over 40

"You want the information to be simple. Prices first and examples then terms and conditions and other important information" – Parramatta, Over 60, switchers

"You want prices, and only one page, because you wouldn't turn it over" – Parramatta under 40 mixture.

- Respondents were also agreed on the information that needed to be included and most showed this in the following order:
 - Clear introduction to show the name of the company
 - Price information (usually in tabulated format with unit prices as well as annualised costs)
 - Examples of energy usage by common domestic appliances – these were included both for their general interest value and the aesthetic impact of the pictures that accompanied them
 - Fees and charges and other terms and conditions
 - Contact details (noting a range of contact details should be given – internet, telephone and street address)
“Registered offices, so you know who you’re dealing with!”
 - For some, information on product discounts and special offers, although “marketing spin” was not well received and some felt that this should not be allowed on such a document. Some respondents, by contrast, felt that companies should use this document to sell themselves to the public and should give the rationale for choosing them.

There was general agreement across participants that a standard template would be a good idea, because it would enable comparisons to be made more easily.

“It would be helpful if they could all complete the sample template” – Melbourne, under 40, below average income

“The template is a good idea and the same format” – Parramatta, over 60.

Respondents with limited literacy and numeracy skills plumped for the more simplistic information as displayed in Concept B.

“Tables are OK especially if they’re bigger (larger font). The picture is interesting. I’m slow at reading and writing but I can do it if I’ve got lots of time. I prefer B” – male, Benalla, limited literacy and numeracy skills

“It’s easy on the eye, it’s easier to understand I think” – female, Melbourne, low literacy and numeracy

Where literacy is a problem, numbers are clearly preferred. However, while this respondent chose Concept D, she pointed out that she required far less information than it contains and preferred it ...

“It’s the best because of the size of the writing and the examples in the tables. I could get around this” – female, Benalla, limited literacy and numeracy skills

Business respondents were clear that they wanted simple information that they could access easily without needing to refer to other documentation. They veered between showing a preference for Concept A because of the amount of information contained in a relatively small, professional looking document. The large, simple and easy to read fonts used in B and C were mentioned as being items that would be good to incorporate, although business people acknowledged that this may interfere with the document’s length. Concepts D and E also received some backing.

“A is the best – I like its layout, but I also like the information in D” – ACT printing firm

Businesses agreed that the information they need is:

- Pricing (per unit, monthly or annualised estimated data if it can be made meaningful)

*“In (Concept E) I have what I want – low, medium and high usage but the estimated annualised costs **and** unit costs are there if I want them”*
– Canberra, clothing store

- Terms and conditions (in particular length of contract)

“People signing a contract need to know the terms and conditions clearly” - Benalla, Real Estate Agent

- A business participant in Victoria summed up the general thinking:

“I like the professionalism and content of A with the colours of C”

The key difference between business and residential customers was that business customers wanted less information overall and were more interested in finding pricing information quickly. Special offers and information of general interest nature (such as how much energy a computer uses) were not as important to them. Annualised data is of interest since businesses budget annually and monthly, but it needs to be relevant to them in order for them to understand it. For example, if the annual cost of offers were presented for a ‘typical’ business or a ‘high, medium and low energy consumption business’, respondents would need to understand how this compared to their own business for it to be of use.

5.0 RECOMMENDATIONS

While the information presented here is based on the outcomes of eight group discussions and fourteen in depth interviews with a total of 48 respondents and is qualitative in nature, the following themes are consistent and we have no hesitation in making these recommendations.

- The location of ANY published material should be considered carefully. In total we spoke with 48 respondents for this research and no-one had looked for pricing information on a retailers' website and no Victorian respondents had seen a PDS or been referred to one. Information that had been viewed by customers who had switched their supplier generally consisted of contract documents and estimates of what their bill would be were they to switch. Respondents were quite keen to see the information produced in PDS' in a number of formats and we **strongly recommend** investigating other channels of dissemination than the internet and other publication media than electronic documents.
- In the three states and locations visited, respondents who had switched their supplier had mostly been motivated to do so because of a direct contact from a retailer. Consumers were motivated to take pre-emptive action to look for an alternative if they:
 - Moved house/business or needed a new supply connected
 - Received an extremely high bill
 - Received poor service from their retailers

This is when consumers will shop around and need pricing and other comparative information the most. Currently they are accepting verbal information either over the phone or in person from a salesman. There is an opportunity to ensure that the necessary information is made available to consumers when they make enquiries or when a direct sales approach is made to them.

- Respondents were very positive to the PDS documents shown to them and particularly to the annual cost model in place in South Australia. The Concept documents were also well received, with the exception of Concept B which had great appeal only with people of limited literacy and numeracy skills because of its brevity. There was general agreement that such information would be useful for consumers in making a choice between retailers, particularly if all information had to be provided in the same format. There is therefore a need to produce a suitable proforma or template which all retailers would be required to follow for this purpose. This would ensure that the same content and information was provided in the same order and format to enable customers to compare offers from energy retailers more easily.
- All participants agreed that the information provided must be easy to read and simple. Most opted for a large, clearer typeface and the use of bullet points, colour and pictures to highlight key information. Business customers were less

concerned about visual appeal, but also wanted simple, easily accessible information that did not require them to do further research.

- All respondents wanted to see:
 - The price per unit with an easy way of converting this to what it means for their home or business
 - The terms and conditions that apply (in particular any penalties or discounts that might apply and anything that locks them in to a contract)
 - A number of means of contacting the organisation and details of its location (domestic consumers were particularly interested in location of registered office)
 - Information available in different forms, not just on website
- With the exception of Concept B, all others had elements that respondents favoured, although the two that were used the most as base documents were A and E. Nonetheless colour from Concept C (and the Origin PDS documents) and pictures and formatting from Concept D were either woven into PDS developed by respondents in group sessions or mentioned as the preferred combination by businesses. Businesses held a slight preference for Concept A because it was more comprehensive. We therefore recommend that these concepts act as the basis for developing a final template that should be tested again prior to release including real data. The same template could be used for domestic and business customers, although if annualised data are used, this needs to be tailored to domestic customers (e.g. typical or high, medium, low consuming homes) and business customers (e.g. typical or high, medium, low consuming businesses) in order to aid their understanding.
- People with limited literacy and numeracy skills were unable to understand or use any of the PDS documents shown to them, with the possible exception of concept B for people whose numeracy skills were poor. They will need to have information explained to them in person and we do not recommend attempting to develop a template for specific use by this group and for general release. Anything developed specifically for them, would be viewed as too simplistic by the remainder of the population should it be openly available. However, we believe that retailers would need to provide further assistance to people who present with literacy or numeracy problems to help them understand the retail offer and pricing information. It may also be useful to ensure that pricing information is made available to welfare agencies and other trusted intermediaries who, our research suggests, are contacted by these people for assistance.

Appendix 1

Discussion Guidelines

Wallis

Australian Energy Regulator: Pricing Guidelines Development FINAL

1.0 INTRODUCTION

5 mins

- Introduction to market research project, client and reason behind research
- Confidentiality and anonymity
- Respondent background – have they changed their energy supplier? If so, when and why (briefly)

2.0 General discussions about energy bills and energy spend

10 mins

- Did you bring your bills with you? How did you go in working out your annual energy consumption and how much it costs?
- Lets look at the bills and discuss the process you went through to work out annual consumption and costs

3.0 Switching behaviour

10 mins

- Why did you/haven't you switched supplier?
- Switchers – what was the reason you switched? Why did you choose that particular supplier over the one you were with? How many companies did you consider? If more than one other, how did you choose one company over another one?
- Non-switchers – why haven't you taken the opportunity to switch? Have you looked into switching? If so, why not? If not, why not?

4.0 Information sources

5 mins

- How do you get information about energy companies and the deals available? Which is the best way to get information? Which is the worst? Can you understand the information you get? What are its strengths and weaknesses

5.0 Price Schedules

15 mins

- Are you aware of any information that energy retailers are required to give legally to customers and potential customers?
- What is this, have you used it and what did you think of it? (particularly probe switchers in Victoria to see if they are aware of ESC guidelines and retailer price schedules)
- Introduce the three incumbent price schedules from Victoria. In Victoria the energy regulator requires retailers to give their customers specific information about prices and tariffs. Here are three examples from the three incumbent suppliers (suppliers that have operated in the state since before it deregulated) to show you how they have interpreted the regulator's requirements. SHOW AGL, ORIGIN AND TRU PRICE INFO. Introduce SA price schedules. Here is what is done in South Australia as well.
- Victorians – Have you seen these? If so did you use these in making your choice of retailer?
- ALL – What do they think of these?
- Which is best and worst and why?
- What is good and bad about them?
- Are there any other sources of this information that are easier to use?
- Where do you think you could find this information or something similar
- (NOTE MAY HAVE WIRELESS INTERNET – AT THIS POINT MAY SEE IF WE CAN GO ONLINE AND HAVE A LOOK AT PRICE COMPARATORS AND SEE WHAT THEY DO MORE GENERALLY IF, AS SUSPECTED INTERNET IS A KEY INFORMATION SOURCE)
- When do you think it would be helpful to have this information?
- This information must be made available on retailers' websites. Do you have any thoughts about this?

6.0 Templates

30 mins

- INTRODUCE FIVE CONCEPTS TELLING RESPONDENTS THESE ARE JUST IDEAS AT THE MOMENT FOR THE WAY IN WHICH ENERGY COMPANIES MAY BE REQUIRED TO PROVIDE PRICE INFORMATION IN THE FUTURE (LABELLED A – E FOR NO PARTICULAR REASON)
- What are your first impressions of the templates? SPONTANEOUS RESPONSE THEN PROBE FULLY for:
 - Ease of comprehension
 - Language used
 - Layout
 - Length
 - Areas of confusion
 - Ease of reading
 - Ability to engage the reader

- What are the advantages and disadvantages of them?
 - Colour
 - Format
 - Use of words and language
 - Use of graphics and tables
 - Content
 - Amount of information
- What are they like in terms of:
 - Usefulness
 - Relevance of content
 - Importance of content
 - Ability to help make a decision or comparison between retailers
- How should this information be made available, ie through which media:
 - Internet
 - Paper
 - Booklet and brochure
- Is this information easier to use than using something like an online comparator (assuming one can be shown/explained)
- When do you think it would be helpful to have this information?
- How could these be improved?

7.0 BUILD YOUR OWN TEMPLATE EXERCISE

15 mins

SPLIT GROUP INTO PAIRS/THREES AND GIVE THEM THE TEMPLATES AS WELL AS THE VICTORIAN AND SOUTH AUSTRALIAN INCUMBENT SUPPLIER PRICE SCHEDULES. INDIVIDUALS FOLLOW SAME PROCESS. EXPLAIN THEY ARE TO MAKE UP THEIR OWN PRICE SCHEDULE, USING SECTIONS OR TEXT FROM THE SAMPLES. THEY CAN DRAW ON IT ADD AND SUBTRACT AND WRITE ON IT WITH PENCILS AND PENS. TELL PARTICIPANTS THEY WILL BE EXPECTED TO PRESENT THEIR WORK AND EXPLAIN THEIR CHOICE OF **CONTENT**

8.0 REVIEW OF TEMPLATE

10 mins

- Please tell me why you built your template the way you did?

9.0 Summary and close

2 min

Appendix 2

Existing PDS Documents

Price and Product Information Statement

This information statement presents a summary of the tariff and terms applicable to this offer. AGL has a range of products and tariffs available for different meter types and customer needs. If more than one Price and Product Information Statement has appeared it is because different electricity distributors (who are responsible for the electricity poles, wires and meters in your area) service your postcode. If you would like further information or are interested in taking up this offer please visit www.agl.com.au/JoinAGL or call AGL on 131 245.

AGL Advantage[®] 5 Energy Plan - Electricity

DATE OF PUBLICATION: 31 March 2010

PRODUCT DETAILS

- > **5% discount** off the amount payable for your applicable peak, off-peak and shoulder Energy usage. The discount will appear as a separate credit (GST exclusive) on your bills and does not apply, for example, to fixed daily electricity supply Charges, demand usage or AGL Green Choice[™] Charges.
- > **\$60 voucher** included for use at an AGL Energy Shop or with AGL Assist (conditions apply).
- > 24-month fixed term Energy Plan.
- > May be terminated by you or us with 20 Business Days notice (an Early Termination Fee may apply).
- > We may vary the Charges under this Energy Plan at any time by giving prior written notice.
- > **Our fair pricing promise:** if your prices go up by more than a CPI increase and they are higher than our Standing Offer prices relevant to your Supply Address, you can leave us without any Early Termination Fees. See the General Terms for full details.
- > **Movers guarantee:** if you end this Energy Plan because you are moving to a new supply address, we will waive any applicable Early Termination Fee, if:
 - > you accept our market offer to sell you energy at the new supply address; or
 - > we cannot make an offer because we do not sell energy in the area.
- > For more information about the terms and conditions of this offer, including our bill smoothing or direct debit arrangements, please contact AGL on 131 245 or visit our website at agl.com.au

ELECTRICITY CHARGES

Residential Tariff (GD/GR)	GST exclusive	GST inclusive	Units
First 1,020 kWh / 91 days	17.02	18.722	c/kWh
Consumption > 1,020 kWh / 91 days	17.82	19.602	c/kWh
Supply Charge	69.70	76.670	c/day

- > If you currently have a two rate meter which allows a permanently wired storage hot water unit to be heated overnight, then for eight hours each night, the following rates will apply for the electricity supplied to that unit:

Off-Peak Storage Water Heating (Y8)	GST exclusive	GST inclusive	Units
All consumption (for water heating unit only)	10.28	11.308	c/kWh
NB: availability of supply and other electricity consumption is at the (GD/GR) above rate.			

ELIGIBILITY

The details presented in this Price and Product Information Statement are for a **residential customer** in the **Citipower Pty Ltd distribution area** with a **two rate meter** which allows a permanently wired storage hot water unit to be heated overnight.

NB: only available for existing meter installations currently taking supply under this tariff.

OTHER FEES AND CHARGES

- > Early Termination Fee per energy type:
 - > within the first 12 months: \$75.00 GST inclusive (\$68.18 GST exclusive)
 - > within the second 12 months: \$50.00 GST inclusive (\$45.45 GST exclusive)
- > Dishonoured Payment Fee (direct debit): \$13.75 GST inclusive (\$12.50 GST exclusive)
- > Dishonoured Payment Fee (cheque): \$20.50 GST inclusive (\$18.64 GST exclusive)
- > Payment Processing Fee
(credit card payment facility): 1% of total payment GST inclusive
(0.91% GST exclusive)
- > Please note that charges for distributor services such as disconnection, reconnection, special meter readings, and meter testing and inspection services are set by the distributor.
- > Other Charges relating to your Meter or Supply Address may apply under this Energy Plan. See the Fee Schedule and General Terms at agl.com.au
- > The above Electricity Charges do not include any concessions which may apply to you.
- > You may be charged a Refundable Advance if you have not agreed to an instalment plan and through our credit assessment process AGL forms the view that you have an unsatisfactory credit rating or you do not provide acceptable identification. If we require a Refundable Advance the amount of \$150.00 per energy type will be included as a separate item in your first bill.

About this document

This Price and Product Information Statement is presented in accordance with the requirements of the Essential Services Commission (ESC) - the independent regulator of the retail energy industry in Victoria. For information about choosing an energy retailer, visit www.esc.vic.gov.au/yourchoice

Victorian Price and Product Information Statement

This information statement presents a summary of the tariff and terms and conditions applicable to this offer. For full details about this offer or any of our other great energy offers please call us on **13 24 63**.

One Month's FREE Electricity with Natural Gas

Eligibility

Price and Product Information Statement based on your responses:

I am a: **Residential customer**
 My postcode is: **3000**
 My Electricity price is: **Off peak (dedicated hot water) (Tariffs GD and GR)**
 My Natural Gas price is: **Standard residential (03 Domestic General)**

The details presented in this Price and Product Information Statement are for a residential customer located in both Citipower distribution area and TRU East zone; with Tariffs GD and GR meter and a 03 Domestic General meter purchasing electricity and natural gas from Origin on this three year agreement.

One Month's FREE Electricity with Natural Gas

Choose Origin electricity and natural gas for your home and we'll reward you with one month's free electricity at the end of every year for three years. ^{*}

- One Month's FREE electricity - credited to your electricity account after each 12 month qualifying period.
- One Month's FREE electricity is like an 8.33% discount on your average electricity bills. [^]
- Choice of government accredited Origin GreenPower options, including 25%, 50% or 100% GreenPower. [‡]
- Choice of Australia's first Green Gas. [‡]
- Choice of convenient [payment options](#), including [direct debit](#).
- Early termination fee of \$22 (inc. GST) per fuel. We may waive this fee if you move and choose Origin at the new address.
- Subject to the Retail Code, you or we can terminate the Agreement by giving 28 days notice or other such period as set out in the Agreement Schedule.

Prices (The prices quoted are indicative only. The tariff applicable to your supply address is subject to confirmation of your details and meter type).

DATE OF PUBLICATION - 1 January 2010

	GST Exclusive	GST Inclusive
Off Peak Electricity (Electric Hot Water)		
First 1020 kWh/quarter	17.7100 c/kWh	19.48100 c/kWh
Balance	18.9900 c/kWh	20.88900 c/kWh
Commodity charge - Off Peak Periods	9.0300 c/kWh	9.93300 c/kWh
Supply charge	23.4300 c/day	25.77300 c/day
Smart meter charge	30.4200 c/day	33.46200 c/day

Available only to installations currently taking supply under this tariff Y8

Supply under tariff Y8 is available for 8 hours nightly for permanently wired storage heaters of approved types

Electricity notes:

The quarterly supply charge and smart meter charge are based on a billing period of 87-96 days. For billing periods that fall outside this range, the quarterly supply charge is divided by 91.2 and this is multiplied by the number of days in the billing period.

DATE OF PUBLICATION - 1 January 2010

	GST Exclusive	GST Inclusive
Residential Natural Gas		
Commodity Charge - Peak Period		
First 3200 MJ/2 mths	1.3290 c/MJ	1.46190 c/MJ
Over 3200 MJ/2 mths	1.1728 c/MJ	1.29008 c/MJ
Commodity Charge - Off Peak Period		
First 3200 MJ/2 mths	1.2482 c/MJ	1.37302 c/MJ
Over 3200 MJ/2 mths	1.1136 c/MJ	1.22496 c/MJ
Supply Charge	42.0700 c/day	46.27700 c/day

Natural gas notes:

Peak periods apply from 1 June to 30 September inclusive.

Off-peak periods apply from 1 October to 31 May inclusive.

Consumption blocks are per meter billing cycle. A billing cycle is two months or 60.875 days. Where consumers are billed other than a two-monthly/60.875 days basis, the block sizes for the energy charges are adjusted accordingly and the Supply Charge will reflect the number of days billed.

Important notice: The costs and other information presented in this price and product information statement are based on the information provided by you and are indicative only. Please note that the prices presented do not include network tariff rebates or any concessions to which you may be entitled. In accordance with your product terms and conditions, the charges applicable to your usage are subject to verification of your details and meter type. We may vary the charges by notice to you, in accordance with the terms of your offer. Not available in conjunction with any other Origin Energy offer. Available in most areas of Victoria.

Fees & charges: Additional Charges may apply.

About this document: This price and product information statement is presented in accordance with the requirements of the Essential Services Commission (ESC) - the independent regulator of the energy industry in Victoria. For information about choosing an energy retailer, visit www.esc.vic.gov.au/yourchoice.

* Minimum Energy Plan periods and Early Termination Fees apply. For more information, read our [terms and conditions](#) for One Month's FREE. This offer is available in most areas and can be withdrawn at any time prior to a customer entering into an Agreement with Origin which includes this Energy Plan.

^ Of course, you need to remain eligible to receive your One Month's FREE electricity credit under the terms of your energy product agreement for the applicable 12 month qualifying period. For details, please call 13 24 63.

† Additional charge applies. Please call us on 13 24 63 for details.

Origin Energy Electricity Limited
ABN 33 071 052 287

Origin Energy (VIC) Pty Ltd
ABN 11 086 013 283

Origin Energy Retail Ltd
ABN 22 078 868 425

Residential Electricity Price and Product Information Statement

This product information statement presents a summary of the tariff and terms and conditions applicable to this offer. To receive an online quote visit www.truenergy.com.au/resquote

Citipower Distribution Zone - Residential Tariffs

TRUenergy Go For More

GD Peak Only*	GST Excl	GST Incl
Quarterly supply charge	\$46.68	\$51.35
First 1,020 kWh/quarter peak consumption (¢/kWh)	17.22	18.94
Balance peak consumption (¢/kWh)	18.37	20.21
GD Peak Only With Dedicated Circuit	GST Excl	GST Incl
Quarterly supply charge	\$46.68	\$51.35
First 1,020 kWh/quarter peak consumption (¢/kWh)	17.23	18.95
Balance peak consumption (¢/kWh)	18.52	20.37
All off-peak consumption (¢/kWh)	9.22	10.14
GH/GL Time of Use[#]	GST Excl	GST Incl
Quarterly supply charge	\$46.68	\$51.35
All peak consumption (¢/kWh)	22.35	24.59
All off-peak consumption (¢/kWh)	9.64	10.60

Your 3% discount is included in the above prices

An additional 3% discount will be applied to the above prices for paying by the due date

* Any off-peak usage for customers on this tariff will be charged the off-peak rate for meter type 'GD Peak Only With Dedicated Circuit'.

[#] Peak usage is between 7am and 11pm Monday to Friday. Off-peak usage is all other times.

Exit fee* - One off charge:	GST Excl	GST Incl
If you leave within contract period	\$20.00	\$22.00

⁺ The exit fee applies to the length of contract based on the electricity plan entered into.

Exit fees do not apply if you end your Go For More plan after the contract period.

For a copy of the TRUenergy Customer Charter, visit www.truenergy.com.au/rescharters

You can receive an online quote by visiting www.truenergy.com.au/resquote.

The rates may change during the term of your energy plan in accordance with the Energy Plan offer terms.

Eligibility: The details presented in this product information statement are for a residential customer located in Citipower distribution area.

About this document

This price and product information statement is presented in accordance with the requirements of the Essential Services Commission (ESC) - the independent regulator of the retail energy industry in Victoria.

For information about choosing an energy retailer, visit www.esc.vic.gov.au

Small Business Electricity Price and Product Information Statement

This product information statement presents a summary of the tariff and terms and conditions applicable to this offer. To receive an online quote, visit www.truenergy.com.au/busquote

Citipower Distribution Zone - Small Business Tariffs

TRUenergy Business Edge

DH/DL Time of Use*	GST Excl	GST Incl
Monthly supply charge	\$26.25	\$28.88
All peak consumption (¢/kWh)	18.86	20.75
All off-peak consumption (¢/kWh)	8.52	9.37
E Peak Only With Dedicated Circuit	GST Excl	GST Incl
Monthly supply charge	\$21.09	\$23.20
First 1,250 kWh/month peak consumption (¢/kWh)	16.03	17.63
Balance peak consumption (¢/kWh)	15.7	17.27
All off-peak consumption (¢/kWh)	8.55	9.41
E1E2 Time of Use#	GST Excl	GST Incl
Monthly supply charge	\$25.97	\$28.57
First 1,250 kWh/month peak consumption (¢/kWh)	16.56	18.22
Balance peak consumption (¢/kWh)	16.45	18.10
All off-peak consumption (¢/kWh)	8.63	9.49

Your monthly supply charge will be multiplied by the number of months in your billing period

Your 10% discount is included in the above prices

* Peak usage is between 7am and 11pm Monday to Friday. Off-peak usage is all other times.

Peak usage is between 7am and 11pm Monday to Sunday. Off-peak usage is all other times.

Exit fee* - One off charge:	GST Excl	GST Incl
If you leave within contract period	\$20.00	\$22.00

+ The exit fee applies to the length of contract based on the electricity plan entered into.

Exit fees do not apply if you end your Business Edge plan after the contract period.

For a copy of the TRUenergy Customer Charter, visit www.truenergy.com.au/buscharters

You can receive an online quote for electricity by visiting www.truenergy.com.au/busquote.

The rates may change during the term of your energy plan in accordance with the Energy Plan offer terms.

Eligibility: The details presented in this product information statement are for a small business customer located in the Citipower distribution area.

About this document

This price and product information statement is presented in accordance with the requirements of the Essential Services Commission (ESC) - the independent regulator of the retail energy industry in Victoria.

For information about choosing an energy retailer, visit www.esc.vic.gov.au

AGL Energy Plan – offer fact sheet

A few
facts.



AGL Advantage® - South Australia

These Energy Plans may not be available to all customers. Availability will depend upon your geographical location, consumption levels and credit history. Please call AGL on **131 245** to confirm your eligibility for these Energy Plans.

The costs set out in this offer fact sheet are indicative costs only. Calculations assume demand for energy is constant during a full year. Your actual costs may be different from those in this offer fact sheet and will depend on:

- > your actual consumption of electricity and/or gas
- > the pattern of your electricity and/or gas consumption over a full year
- > your actual usage of off-peak electricity (where applicable) and
- > variations in the rates charged by AGL over the term.

These Energy Plans are available to residential customers on a 24-month fixed term contract. The terms for these Energy Plans will provide details on how the rates may vary. This offer is available for a limited time period and may be removed at AGL's discretion.

All estimated costs and any applicable loyalty credits, discounts or fees outlined below are inclusive of GST.

Estimated annual electricity costs

2 MWh (consumed over 12 months)	\$560.16
5 MWh (consumed over 12 months)	\$1,160.25
8.5 MWh (consumed over 12 months)	\$1,965.36

Estimated annual hot water electricity costs

1.5 MWh (consumed over 12 months)	\$138.77
-----------------------------------	----------

Annual AGL Green Spirit cost (optional)

Annual cost (proportionate charge applied to each electricity bill)	\$57.20
---	---------

Estimated annual gas costs

6 GJ (consumed over 12 months)	\$341.00
24 GJ (consumed over 12 months)	\$694.30
45 GJ (consumed over 12 months)	\$1,004.99

AGL loyalty account credits

Ongoing electricity account credits per annum	Not applicable
Up-front electricity account credits	Not applicable
Ongoing gas account credits per annum	Not applicable
Up-front gas account credits	Not applicable

Additional information

Electricity Account Establishment Fee	If a new account is established, a \$40.35 fee is applicable. For Concession Card holders, the fee is \$21.19
Gas Account Establishment Fee	If a new gas account is established, a \$37.98 fee is applicable to all residential customers including Concession Card holders.
Late Payment Fee	\$14.00
Early Termination Fee	\$75 within the first 12 months for each energy type. \$50 within the second 12 months for each energy type.
Direct Debit Rebate	Not applicable.
Payment Processing Fee	If you use a payment method that incurs us a merchant services fee you may be charged a payment processing fee of 1% of the total payment amount.
Dishonoured Payment Fee	Cheque \$9.50 Direct Debit \$2.75
Other fees and charges	Other Charges relating to your Meter or Supply Address may apply under this Energy Plan. See the Fee Schedule and General Terms.

Other benefits

- > \$50 voucher valid at AGL Assist (a minimum spend of \$50) or AGL Energy Shop (a minimum spend of \$400).
- > For customers on the AGL Green Spirit option, AGL will supply the electricity grid with an amount of electricity equal to 10% of the total electricity consumption at your supply address from GreenPower accredited renewable energy sources.

Why AGL?

- > We have Australia's largest retail energy dual-fuel (electricity and gas) customer base with more than 3.2 million customer accounts.
- > We were the first Australian energy company to provide an accredited green energy product as well as the first to join the Chicago Climate Exchange, the world's first carbon trading exchange.
- > We have invested over \$2 billion in renewable energy generation.
- > We offer a range of payment options to make paying your bills even easier.
- > Your local AGL Energy Shop has a great range of appliances. Visit www.agl.com.au/EnergyShop to find your nearest shop.
- > AGL Assist can deliver reliable and friendly electricians or gas plumbers. Visit www.agl.com.au/Assist or call AGL Assist on **131 766**.

Eligibility for this Energy Plan

- > To be eligible for gas, your home must be connected with natural gas.
- > Eligibility is subject to consumption, geographical and credit criteria.



Market agreement prices for South Australian residents

As of 22 July 2009

Based on the **MagazineChoice**, **GreenEarth**, **DailySaver^{^^}** or **One Month's FREE[†]** electricity market agreement prices listed on your agreement schedule, we have estimated the cost of average annual electricity and/or natural gas bills*. The figures below should be used as a guide only.

These figures include GST, assume consumption is spread evenly over the year and exclude any loyalty, entry or direct debit rebates, account establishment fees, exit fees or any other new fees and charges if applicable.

Estimated annual electricity bill[†] (as of 22 July 2009)

Energy plans: MagazineChoice / One Month's FREE[†] Electricity

Consumption p/annum	Base electricity / HomeSupply	GreenPower accredited electricity option		
		25%	50%	100% Wind
2 MWh p/a (low usage and excluding off peak water)	\$567	\$619	\$622	\$677
5 MWh p/a (medium usage and excluding off peak water)	\$1,221	\$1,273	\$1,359	\$1,496
8.5 MWh p/a (high usage and excluding off peak water)	\$2,066	\$2,118	\$2,300	\$2,534
Plus 1.5 MWh of off peak hot water [^]	\$139	\$139	\$180	\$222

Energy plans: GreenEarth

Consumption p/annum		GreenPower accredited electricity option		
		25%	50%	100% Wind
2 MWh p/a (low usage and excluding off peak water)	\$619	\$622	\$677	
5 MWh p/a (medium usage and excluding off peak water)	\$1,273	\$1,359	\$1,496	
8.5 MWh p/a (high usage and excluding off peak water)	\$2,118	\$2,300	\$2,534	
Plus 1.5 MWh of off peak hot water [^]	\$139	\$180	\$222	

Energy plans: DailySaver^{^^}

Consumption p/annum	DailySaver ^{^^}	GreenPower accredited electricity option		
		25%	50%	100% Wind
2 MWh p/a (low usage and excluding off peak water)	\$547	\$599	\$602	\$657
5 MWh p/a (medium usage and excluding off peak water)	\$1,168	\$1,220	\$1,306	\$1,443
8.5 MWh p/a (high usage and excluding off peak water)	\$1,971	\$2,023	\$2,205	\$2,439
Plus 1.5 MWh of off peak hot water [^]	\$132	\$184	\$173	\$215

- ^{^^} Discount applies to the consumption component of the applicable Standard Published Rates and not to supply/service or green energy charges
- * All figures are subject to change without notice and are subject to your Agreement.
- [^] Based on the SA AGL off peak controlled load, tariff 116 prices
- [†] Terms and conditions apply.

Estimated annual gas bill* (as of 1 July 2009)**Energy plans: MagazineChoice/ One Month's FREE† Electricity/ GreenEarth**

Consumption p/annum	Base gas/ HomeSupply	GreenGas+
6 GJ p/a (low usage)	\$341	\$393
24 GJ p/a (medium usage)	\$694	\$746
45 GJ p/a (high usage)	\$1,005	\$1057

Energy plans: DailySaver^^

Consumption p/annum	DailySaver^^	DailySaver^^/ GreenGas+
6 GJ p/a (low usage)	\$335	\$387
24 GJ p/a (medium usage)	\$675	\$727
45 GJ p/a (high usage)	\$973	\$1,025

- * The estimated annual charges for natural gas consumption are based on Adelaide metropolitan gas tariffs.
- + The GreenGas figure is an aggregation of the price paid for gas under your agreement for gas and the price paid for Green gas under your Green product agreement (if you have also entered into a Green product agreement with us).
- ^^ Discount applies to the consumption component of the applicable Standard Published Rates and not to supply/service or green energy charges.

Additional charges
Early termination fee
Rebate:

The One Month's FREE† Electricity rebate amount is calculated as the total amount payable for electricity consumed including any green electricity charges over the previous 12 months divided by 12.

Origin Energy electricity Pty Ltd ABN 33 071 052 287
 Origin Energy Retail Limited ABN 22 078 868 425
originenergy.com.au

Contact us for all other enquiries:

- 1 King William Street, Adelaide SA 5000
- Phone **13 24 63**
- Facsimile 1800 132 463
- Email: enquiry@originenergy.com.au

TRUenergy Electricity Plan Price Fact Sheet for Residential Customers in South Australia

(i) The estimated annual cost of the TRUenergy market contract;

	Go for More	Go Green	Go Easy
2 MWh (low usage)	\$545.38	\$568.11	\$568.11
5 MWh (medium usage)	\$1,135.34	\$1,182.65	\$1,182.65
8.5 MWh (high usage)	\$1,897.36	\$1,976.41	\$1,976.41

These costs assume consumption is spread evenly over the year.

These costs are based on peak only consumption (i.e. excludes hot water charges)

Go for More costs include the guaranteed 4% discount applicable to charges on every bill.

The costs include the additional 3% discount you will receive on Go for More, Go Green and Go Easy if you pay your bills by the due date.

(ii) The estimated annual cost of 1.5MWh of hot water;

	Go for More	Go Green	Go Easy
1.5 MWh	\$167.94	\$174.93	\$174.93

Based on consumption of 1.5 MWh (1,500 kWh) at the off peak price. This cost only includes the referenced commodity charge (i.e. there is no additional supply charge for off peak).

Go for More costs include the guaranteed 4% discount applicable to charges on every bill.

The costs include the additional 3% discount you will receive on Go for More, Go Green and Go Easy if you pay your bills by the due date.

(iii) The amount of any entry Rebate = \$0

(iv) The amount of any account establishment fees = \$0

(v) The amount of any account exit fees;

	Go for More	Go Green	Go Easy
Year 1	\$90	\$90	nil
Year 2	\$70	\$70	nil
Year 3	\$50	nil	nil

(vi) The amount of any loyalty rebates;

	Go for More	Go Green	Go Easy
Year 1	nil	nil	nil
Year 2	nil	nil	nil
Year 3	nil	nil	nil

Prices and estimated costs noted in this price fact sheet are correct at time of printing and indicative only. All prices are GST inclusive. TRUenergy makes reasonable attempts to keep this price fact sheet correct. All energy plans may not be available to every customer. Availability will depend upon location, consumption levels and credit history.

Please do not hesitate to contact TRUenergy if you have any queries either on 133 466 or www.truenergy.com.au.

TRUenergy Pty Ltd ABN 99 086 014 968 .

Appendix 3

Concept PDS Documents

ENERGY COMPANY A – PRICE DISCLOSURE STATEMENT

This disclosure statement presents a summary of the costs associated with the sale of electricity to your premises under the **Energy Company A's Advantage Plan**. On this plan, the rate you are charged for the electricity you consume varies depending on the time that you use it – notably electricity you consume during peak periods is charged at a higher rate than the electricity used during off peak periods.

Eligibility

This plan may not be available to all customers. Availability will depend on a number of factors including your geographical location, consumption levels and credit history. Please call Energy Company A on 13 24 56 to confirm your eligibility for this plan.

The details in this disclosure statement should apply to you if you:

- Are a residential customer in the Powerzone Pty Ltd distribution area in eastern Victoria (for map of this area see: www.aer.gov.au/mydistributor)
- Have a 'time of use' meter installed at your premise. This means your meter can record how much electricity you consume during peak and off-peak periods.

This Plan is available to residential customers on a 24-month fixed term contract. The terms and conditions for this plan will provide further details on how Energy Company A may vary the rates charged to you under this plan.

This offer is available for a limited time period and may be removed at any time at Energy Company A's discretion.

Electricity prices

Applicable charges	Cost (GST inclusive)
Peak Consumption (7am-11pm, Mon-Fri)	23.22 c/kWh
Off-Peak Consumption (All other times)	10.30 c/kWh
Supply charge	83.61 c/day

We have provided some information over the page to help explain how much electricity standard household appliances typically use.

Other Information

Fees	
Early Termination Fee	\$50 if you exit the plan before it expires
Rebates	
Prompt Pay Discount	5% discount on each quarterly bill when paid on time
Contract details	
Fixed contract length	24 months
Cooling off-period	10 days

Additional Benefits

• \$2,000 travel prize draw

To thank you for signing up to this plan and as a valued customer of Energy Company A we will reward you with a one off automatic entry into a \$2,000 travel prize draw.

• Energy Company A's fair pricing promise

If your prices go up by more than a CPI increase and they are higher than the published tariff, you can leave us without any early termination fees.

- **Concessions**

If you are entitled to any Government rebates or concessions, nothing will change as a result of switching to us.

- **Energy Company A's green credits option**

For customers on Energy Company A's Green Credits option, we will supply the electricity grid with an amount of electricity equal to 10% of the total electricity consumption at your premises from Green Credits accredited renewable energy sources.

- **Card processing fees**

If you use a payment method that incurs us a merchant services fee you may be charged a payment processing fee of 1% of the total payment amount.

- **Other fees and charges**

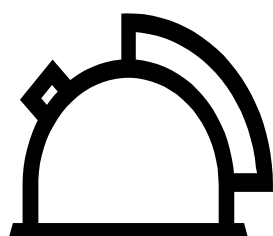
Other Charges relating to your Meter or Supply Address may apply under this Plan. Please see the Fee Schedule and General Terms.

Why choose Energy Company A?

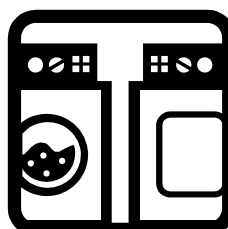
- We have Australia's largest retail energy dual-fuel (electricity and gas) customer base with more than 2 million customer accounts.
- We offer a range of payment options to make paying your bills even easier.
- We were the first Australian energy company to provide an accredited green energy product and we aim to be the first to join the Australian carbon trading scheme once implemented.
- We have invested over \$30 million in renewable energy generation.
- Energy Company A Handy Home Help can deliver reliable and friendly electricians or gas plumbers. Visit www.energycompanyA.com.au or call on 13 24 56.
- Your local Energy Company A Shops have a great range of energy efficient essential household appliances. Visit our website (see link above) to find your nearest shop and to see out latest and unbeatable offers.

What can you do with 1kWh of electricity?

Below are some average running times for common household appliances using 1kWh of electricity. For all appliances, running costs will depend on the age and efficiency of the individual appliance. These examples are indicative only and provided for illustrative purposes.



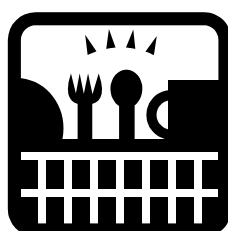
Kettle:
Boil 7 litres
of water



**Washing
machine:**
1 cycle
(60° wash)



**100w
light bulb:**
10 hours



Dishwasher:
Approx 1
cycle

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the Australian Energy Regulator (AER) – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet or to take up this offer, please call Energy Company A on 13 14 15 or see our website: www.energycompanyA.com.au.

ENERGY COMPANY B – PRICE DISCLOSURE STATEMENT

This disclosure statement presents a summary of the costs associated with the sale of electricity to your premises under **Energy Company B's Standard Energy Plan**.

Under this plan, you will be charged a single rate for all the electricity you consume.

Electricity Prices

You will be charged 23.95 cents (GST inclusive) for every kilowatt hour of electricity consumed at your premises.

You will also be charged a fixed rate of 91.97 cents (GST inclusive) per day for the supply of electricity to your premises.

Eligibility

The details in this price disclosure fact sheet apply to you if are:

- A residential customer in the Powerzone Pty Ltd distribution area;
- Consume electricity at your premises; and
- Have a single rate meter installed on your premise.

Other Information

Information on fees, discounts and terms and conditions of the offer can be found at www.energycompanyB.com.au. You can also call us on 13 24 56.

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

[this page intentionally left blank]

ENERGY COMPANY C – PRICE DISCLOSURE STATEMENT

This price disclosure fact sheet presents an **estimate** of your electricity and gas costs under **Energy Company C's Dual Fuel Energy Max plan**. The annual costs presented here have been calculated based on constant demand for energy over a full year. Your energy costs may differ based on:

- Your actual consumption for electricity and gas
- Your pattern of energy consumption
- Changes in applicable rates made by Energy Company C

Estimated annual electricity costs*	
Low usage 2,000 kWh consumed over 12 months	\$600.25
Medium usage 5,000 kWh consumed over 12 months	\$1,275.28
High usage 8,500 kWh consumed over 12 months	\$ 2,000.29

* Costs are exclusive of any applicable discounts or credit

Estimated annual hot water electricity costs

The estimated additional electricity costs for customers with meters that allow a permanently wired hot water storage unit to be heated overnight are **\$150.75** annually on top of the prices indicated in the above table.

Estimated annual gas costs*	
Low usage 6,000 MJ consumed over 12 months	\$354.45
Medium usage 24,000 MJ consumed over 12 months	\$729.69
High usage 45,000 MJ consumed over 12 months	\$1,057.88

* Costs are exclusive of any applicable discounts or credit



An average three bedroom household in Australia uses around:

- 5,000 kWh of electricity each year
- 20,000 MJ of gas each year

Other information

- Fixed contract length of 24 months
- Early termination fee of \$50
- 5% discount on bill when paid on time
- Automatic entry into a \$2000 monthly travel prize draw
- 10 day cooling off period

Warning

The information presented in this disclosure statement is based on information provided by you and are only indicative of charges.

Eligibility for this plan

To be eligible for this offer, your home must be connected with natural gas. Eligibility also depends on geographical location, consumption patterns and credit criteria.

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet, please call [**Energy Company C**](#) on 13 25 47.

ENERGY COMPANY D – PRICE DISCLOSURE STATEMENT

This price disclosure fact sheet presents an estimate of your annual electricity costs under **Energy Company D's GoLight! Plan**. It also shows the actual rates that you will be charged for electricity you consume.

The annual costs presented here have been calculated based on constant demand for energy over a full year. The actual annual energy costs you are charged may differ depending on:

- Your actual consumption of electricity and gas
- Your pattern of energy consumption
- Changes in applicable rates made by Energy Company D

Estimated annual electricity costs* (GST inclusive)		
Consumption level	General electricity costs only	Including off peak hot water costs
Low usage (2,000 kWh consumed over 12 months)	\$576.04	\$726.79
Medium usage (5,000 kWh consumed over 12 months)	\$1,107.04	\$1,257.79
High usage (8,500 kWh consumed over 12 months)	\$1,726.54	\$1,877.29

*Costs are exclusive of any applicable discounts or credit

The costs set out in the table above are indicative costs only.

Unit prices

The above table provides an estimate of your annual electricity costs under this plan. The rates that you will be charged for your actual consumption are shown in the table below:

Applicable unit rates	Cost (GST inclusive)
Peak (7a.m. to 11 p.m.)	17.70 c / kWh
Off peak (all other times)	12.92 c / kWh
Supply charge	61 c / day

Other information

Fees	
Early Termination Fee	\$50
Rebates	
Discount	5% discount on bill when paid on time
Contract details	
Fixed contract length	24 months
Cooling off-period	10 days

Eligibility for this plan

The details in this disclosure statement apply to you if are:

- A residential customer in the Powerzone Pty Ltd distribution area
- Electricity is consumed by you on your premises and
- A time of use meter is installed on your premises. This means electricity is charged based on whether you consume it during a peak or off-peak period.

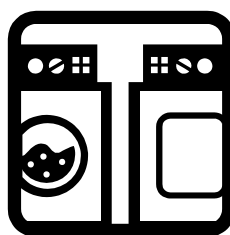
General information on the annual electricity costs for appliances

Below are some average running costs for common household appliances. For all appliances, running costs will depend on the age and efficiency of the individual appliance. These examples are illustrative only.



**Plasma
TV:**

\$98



**Clothes
dryer:**

\$85

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet, please call Energy Company D on 13 25 47.

ENERGY COMPANY E – PRICE DISCLOSURE STATEMENT

This price disclosure fact sheet presents an estimate of your annual electricity costs under **Energy Company E's GoLight! Plan**. It also shows the actual rates that you will be charged for electricity you consume.

The annual costs presented here are calculated based on consumption profiles in your region which have been determined by the Australian Energy Regulator. The actual annual energy costs you are charged may differ depending on:

- Your actual consumption of electricity and gas
- Your pattern of energy consumption
- Changes in applicable rates made by Energy Company E

Estimated annual electricity costs* (GST inclusive)		
Consumption level	General electricity costs only	Including off peak hot water costs
Low usage (E.g. a 1 bedroom flat with single occupant)	\$576.04	\$726.79
Medium usage (E.g. an average 3 bed house with 4 occupants)	\$1,107.04	\$1,257.79
High usage (E.g. a large house with 3+ bedrooms, reverse cycle air-conditioning and a swimming pool)	\$1,726.54	\$1,877.29

*Costs are exclusive of any applicable discounts or credit

The costs set out in the table above are indicative costs only.

Unit prices

The above table provides an estimate of your annual electricity costs under this plan. The rates that you will be charged for your actual consumption are shown in the table below:

Time of use	Applicable rates (GST inclusive)
Summer weekday peak (Mon – Fri 7a.m. to 11 p.m.)	22.70 c / kWh
Summer weekday off peak (Mon – Fri 11p.m. to 7a.m.)	17.92 c / kWh
Summer weekend (Sat – Sun, all day)	16.52 c / kWh
Winter weekday peak (Mon – Fri 7a.m. to 11p.m.)	20.92 c / kWh
Winter weekday off peak (Mon – Fri 11p.m. to 7a.m.)	14.45 c / kWh
Winter weekend (Sat – Sun, all day)	15.15 c / kWh
Supply charge	54 c / day

*Summer charges apply 1 November to 31 March. Winter charges apply 1 April to 31 October.

Other information:

Fees	
Early Termination	\$50
Rebates	
Discount	5% discount on bill when paid on time
Contract details	
Fixed contract length	24 months
Cooling off-period	10 days

Eligibility for this plan:

The details in this disclosure statement apply to you if are:

- A residential customer in the Powerzone Pty Ltd distribution area in eastern Victoria (for map of this area see: www.aer.gov.au/mydistributor)
- Electricity is consumed by you on your premises and
- A time of use meter is installed on your premises. This means electricity is charged based on whether you consume it during a peak or off-peak period.

About this document

This price disclosure fact sheet has been presented in accordance with the requirements of the AER – the independent regulator of the energy industry in Australia.

Further Information

For further details on the information presented in this fact sheet, please call Energy Company E on 13 25 47.