

1 What we found

Competition is working in NSW but our consumer research* has found that:

- Many consumers are confused about their options and how to compare what's available
- They don't know what their rights and protections are
- There's a mistrust of retailers and the prices they offer
- They aren't aware they could save money

2 Our proposals

INFORM CONSUMERS

Consumers need to know that:

They can choose between plans and retailers and could save money

There's an independent website that'll give them comparisons and a helpline that'll assist in finding the right deal for them

They have rights and protections when they enter a new agreement

The energy supply to their home won't be affected by changing retailer

MAKE IT EASY FOR THEM TO CHOOSE

Refinements to the AER Energy Made Easy comparator website and 1800 number service

Refinements to price fact sheets that retailers provide

HOW TO DO THIS



Mass media



Targeted media



Leaflets



Provide information packs and training to community organisations

3 The aim

Empower consumers so that they're confident that they have the right information and support to choose an energy plan that suits their needs

* Key research findings were taken from:

- literature review
- consumer focus groups and community forums in Sydney, Parramatta and Wagga Wagga
- a survey of 1,200 residential consumers across NSW who decide on energy plans
- 20 in-depth interviews with community organisations representing different segments of the community; eg, regional, disabled, Indigenous and small business