



Tariff innovation in Victoria

The price of progress is a sacrifice in simplicity. We're starting from a low base of understanding – and innovative tariffs struggle to address that issue...at the moment.

- 1. Smart meters and tariff innovation**
- 2. Consumer engagement**
- 3. Consumer tools to simplify decision making**

Background

- From 2009, Victoria started installing smart meters
 - By 2012/13, smart meters were mostly installed
- In September 2013, the Government launched 'Flexible Pricing' tariffs
 - Consumer protections accompanied the tariffs
 - Only 'common form' offers could be marketed in the first year
- In 2014/15, innovative tariffs other than FP started to hit the market
- In 2015/16, engaged consumers are rewarded with the best tariffs, but generating mass-engagement of consumers proves challenging

UNCLASSIFIED

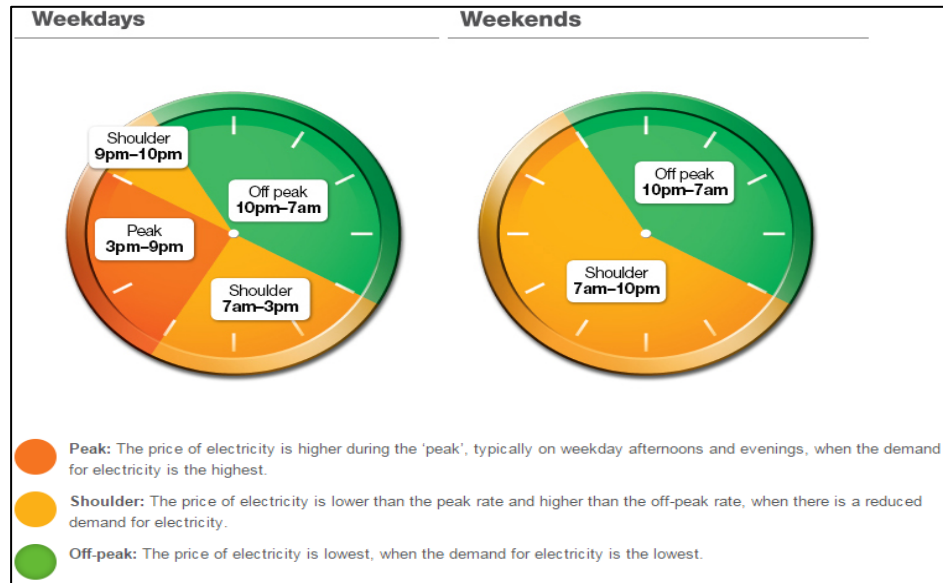


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Flexible Pricing



Tariff innovation




FREE ELECTRICITY
On Dodo's Flex Plan

HOUR OF POWER

6-7AM EVERY DAY

* Discount off Dodo usage rates on auto-payments plan when you bundle gas and electricity and pay on time. Excludes certain locations and meter configs. Daily services charge still applies. Energy price fact sheets are available at www.dodo.com/eps - see if product is right for you.

13 dodo (13 36 36) www.dodo.com 



Price comparison: My Power Planner

Welcome to **My Power Planner**



An independent Victorian Government electricity price comparator, **My Power Planner** lets you:

- find and compare electricity retailer offers - and see if you could save.
- compare all generally available electricity offers
- create your own 'power profile' based on your typical usage

My Power Planner is constantly updated with the latest offers from electricity retailers. Check in regularly to see what offers are available to you.

Get Started

View a transcript of the video

To use My Power Planner to predict your usage you only need

Electricity offers from retailers in postcode 3030 - Powercor

Based on your annual consumption of 5,730 kWh, these retail offers may be a good fit for you. Select up to 3 offers to compare the full details side by side.

Filtering options

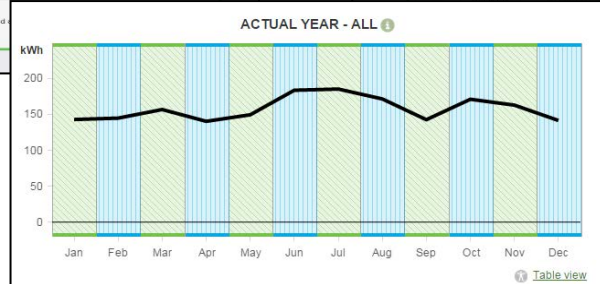
Include offers: ☒ Flat offers ☒ Flexible Pricing offers ☒ Time of Use (TOU) offers - [ADDITIONAL](#)

Search keyword:

Apply filters to available offers

Available offers

Select 3 to compare	Retailer	Offer name	Terms	Incentives	Offer type*	Annual estimate with no discounts	Annual estimate with no additional discounts	Annual estimate with all additional discounts
<input type="checkbox"/>	Lume Energy	View Offer Customers tariff	-	-	-	\$2,010	-	-
<input type="checkbox"/>	Pacific Hydro Retail Pty Ltd	Vict Home Smart 30 (50 kWh/100kWh)	3 year fixed term	No	Flat	\$1,400	\$1,400	\$1,400
<input type="checkbox"/>	Pacific Hydro Retail Pty Ltd	Vict Home Smart 10	1 year fixed term	No	Flat	\$1,400	\$1,400	\$1,400
<input type="checkbox"/>	Pacific Hydro Retail Pty Ltd	Vict Home Smart 10	2 year fixed term	No	Flat	\$1,400	\$1,400	\$1,400



Price comparison: Victorian Energy Compare

Get started

What energy are you using?

Elect

Where do you need your energy?

Home

I have a residential connection

I'm moving (so I don't have a connection yet)

Show Time of use offers (ToU)

Off **Am I eligible?**

Compare selected offers

Sort offers based on:

PRICE DISCOUNTED PRICE

FILTERS **Reset filters**

Energy retailers

☐ Consider all retailers

☒ AGL

☒ Alinta Energy

☒ Click Energy

☒ Commander Power & Gas

☒ CovaU

☒ Diamond Energy Pty Ltd

☒ Dodo Power & Gas

☒ Energy Australia

☒ GloBird Energy

☒ Lumo Energy

☒ Momentum Energy

☒ Origin Energy

☒ Pacific Hydro Retail Pty Ltd

☒ People Energy

☒ Powerdirect

☒ Powershop Australia

☒ QEnergy Limited

☒ Red Energy

☐ Simply Energy

☒ Sumo Power

Contract length:

☒ Any contract length

ENERGY RETAILER

BEST PRICE [why this offer?](#)

☒ **Simply Energy**
ID: SIM36205MR
[view offer](#)

☒ **Energy Australia**
ID: TRU30761MR
[view offer](#)

☒ **Origin Energy**
ID: OR237713MR
[view offer](#)

☐ **Powershop Australia**
ID: POD30601MR
[view offer](#)

☐ **Diamond Energy**
ID: DIA32719SR
[view offer](#)

☐ **Momentum Energy**
ID: MOM30473MR
[view offer](#)

☐ **Momentum Energy**
ID: MOM33417MR
[view offer](#)

FEATURES

CONTRACT

EST. PRICES (inc. GST)

RESET RESULT

Simply Energy
ID: SIM36205MR
www.simplyenergy.com.au
13 88 08

VIC Simply Guaranteed 25 eBilling

\$630 /year
With conditional discounts **\$610**

Offer Specifics
Cooling off period: 10 days
Green Power: 0%
Rate type: Single rate
Contract term: 2 year
Exit Fee: \$0

[View rates and details](#)

[View this offer](#)

[What's next?](#)

EnergyAustralia
ID: TRU30761MR
www.energyaustralia.com.au
13 34 66

Rate Fix Home - Peak Only

\$690 /year
With conditional discounts **\$690**

Offer Specifics
Cooling off period: 10 days
Green Power: 0%
Rate type: Single rate
Contract term: 2 year
Exit Fee: Multiple

[View rates and details](#)

[View this offer](#)

[What's next?](#)

origin
ID: OR237713MR
www.originenergy.com.au
13 24 61

Origin Maximiser (Single Rate)

\$720 /year
With conditional discounts **\$720**

Offer Specifics
Cooling off period: 10 days
Green Power: 0%
Rate type: Single rate
Contract term: None
Exit Fee: \$0

[View rates and details](#)

[View this offer](#)

[What's next?](#)

A. 17,520 usage data points

Year	Month	Day	Time	Location	Activity	Duration	Frequency	Intensity	Impact	Notes
2018	Jan	1	10:00	Room 101	Meeting	15	1	Low	Minor	Initial planning
2018	Jan	2	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	3	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	4	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	5	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	6	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	7	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	8	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	9	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	10	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	11	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	12	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	13	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	14	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	15	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	16	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	17	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	18	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	19	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	20	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	21	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	22	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	23	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	24	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	25	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	26	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	27	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	28	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Jan	29	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Jan	30	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Jan	31	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Feb	1	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Feb	2	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Feb	3	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Feb	4	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
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2018	Feb	30	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Mar	1	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
2018	Mar	2	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
2018	Mar	3	10:00	Room 101	Meeting	15	1	Low	Minor	Update status
2018	Mar	4	14:00	Room 101	Meeting	15	1	Low	Minor	Review progress
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2018	Apr	1	09:00	Room 101	Meeting	15	1	Low	Minor	Discuss strategy
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2018</										

B. 17,520+ interval prices

A large spreadsheet with multiple columns of data, likely stock prices. A red arrow points to a value of €3,000+ in the 'Price' column.

C. 3,000+ offers



D. Other variables

Consumer engagement



9/10 Victorian Energy Compare users can save money by switching offers



70% of Victorian Energy Compare users find a better retail tariff



43% of Victorian Energy Compare users intend to switch offers as a result of the information they received

Conclusion

- Tariff innovation is great. It is exciting. It is creative. It helps us engage the market and move towards cost-reflective pricing.
- Innovative tariffs are complex though. Time of use pricing means consumers must thoroughly understand or investigate their usage habits. If engagement is low, this won't happen, and take up will be small, or poorly informed.
- Consumers need help! Whether it is help to engage in the market, or help to navigate the market in safely-disinterested way, they need help!
- Tariff innovation must be accompanied by communication and decision making tools which empower consumers and give them confidence in the energy market.