

# Know your obligations under the Victorian Energy Upgrades program



## Lead generation and marketing

Anyone conducting lead generation and marketing activity under the Victorian Energy Upgrades program is required to meet the highest standards when engaging with consumers.

The enforceable [code of conduct](#) requires you to:

- act in a professional and ethical manner
- protect consumers' interests and promote confidence in the program
- meet high standards of conduct in your dealings with consumers
- provide sufficient information to enable the person to properly understand and make informed decisions in relation to the VEU program and the proposed activity
- not engage in 'cold-call' lead generation or marketing practices over the phone or at a consumer's home or business premises<sup>1</sup>
- comply with all relevant laws, including Australian Consumer Law (Victoria).

### Key obligations when undertaking lead generation or marketing

Do	Don't
✓ Speak to an adult (18+) and make sure they can understand you	✗ Pressure, manipulate or intimidate consumers into participating in the program
✓ Wear an identification tag (in person)	✗ Engage in misleading or deceptive conduct or make false or misleading representations <sup>2</sup>
✓ Provide clear and accurate information about the program, proposed activity and product/s, including performance, suitability and any decommissioning requirements	✗ Claim you work for the Victorian Energy Upgrades program, the Essential Services Commission or the Victorian Government.
✓ Tell consumers about the code of conduct and offer them the <a href="#">VEET scheme</a> <a href="#">consumer fact sheet</a>	✗ Call a consumer on their phone without the consumer providing express prior consent

<sup>1</sup> Ban on doorknocking under the VEU program commences from 1 August 2024.

<sup>2</sup> See [Consumer Affairs Victoria website](#) for explanation of these unlawful practices

## Key obligations when undertaking lead generation or marketing (continued)

Do	Don't
✓ End call or leave immediately if a consumer says no, appears uncomfortable or does not have the ability to understand the information being provided	✗ Doorknock premises with a “Do not knock” sticker (or similar). From 1 August 2024, no doorknocking is allowed without express prior consent, whether or not there is a “Do not knock” sticker displayed
✓ Provide the name of the accredited person creating certificates for the upgrade	
✓ Comply with spam laws if sending marketing emails or SMS, including getting consent and making it easy to unsubscribe	

### More information and resources about your obligations

- [Code of conduct website page](#): detailed information about obligations and more resources to support compliance, including the code of conduct guideline and compliance checklists.
- [Know your obligations – conducting installations and other work fact sheet](#): outlines your obligations under the code when delivering upgrades and engaging with consumers.

This fact sheet provides general guidance and does not constitute legal or other professional advice. While every reasonable effort has been made to provide current and accurate information, please consider obtaining professional advice if you have a specific concern.