

## Recommendations 3A-H

### Marketing information on prices to be easily comparable

**3A** Require retailers to market their offers in dollar terms, rather than as percentages or unanchored discounts.

**3B** Where the retailer knows the actual usage profile for a specific customer, the marketing to that customer to be based on the estimated annual costs of the offer for that customer, and the \$ costs if conditions attached are not met.

**3C** The ESC to develop a small number of typical customer usage profiles (3–4) for use in standardised marketing material (for 2,000 kWh, 4,000 kWh, 6,000 kWh per year).

**3D** Marketing of prices to appear in a standardised format and display the actual annual cost for the 3–4 standardised customer usage profiles. Annual energy costs for the standardised customer usage profiles to be the comparison rates in marketing materials.

**3E** The ESC to develop a standardised format for retailer information disclosure and marketing material.

**3F** Require retailers to notify a customer of the best offer available by that retailer, and reference the Victorian Energy Compare website, in advance of any price or benefits change.

**3G** Require retailers to include the following information on customer bills:

- How the customer can access the Victorian Energy Compare website
- How the customer can access the Basic Services Offer (see Recommendation 1)
- The retailer’s best offer for that customer based on their usage patterns
- The total annual bill for that customer based on the customer’s current offer and usage patterns.

**3H** Require marketing material and bills to provide GST-inclusive pricing.