

## VEU program industry guide

### Generating leads and marketing the VEU program

#### Instructions for use

The industry guide contained in the following pages is part of a series for accredited persons and scheme participants about how they should engage with consumers under the Victorian Energy Upgrades (VEU) program and their obligations in the [VEU code of conduct](#) ('the code').

It has been supplied as a resource to assist businesses with informing their employees, suppliers, subcontractors and any other scheme participants about the code. This includes using the content of this template in other branded products. It is not designed to inform consumers about the VEU program.

If being used in other branded products, users:

Can...	Can't...
✓ Change the font, structure and format of the document	✗ Include the commission's branding or the Essential Services Commission logo
✓ Include their own brand colours, logos, styles and contact information	✗ Change any of the content of the document
✓ Add other relevant obligations under the code of conduct	✗ Present only some of the content (i.e. it must be made available in full)

This industry guide does not provide or create legal obligations. Its purpose is to assist compliance by accredited persons and scheme participants. You should obtain professional advice if you have any specific concern, before relying on the accuracy, currency or completeness of this information.

Please see our other industry guides on ['Contracting with consumers'](#) and ['Undertaking activities under the VEU program'](#) for more information on these activities.

# Generating leads and marketing the VEU program

To comply with the Victorian Energy Upgrades (VEU) program code of conduct ('the code'), there are certain obligations that must be met when conducting any lead generation and marketing activities associated with the program. Some of these obligations are outlined below.

Compliance with the code is required of both accredited persons and scheme participants that deliver upgrades to consumers. As industry professionals, positive consumer experiences start with you and the code provides how this can be achieved.

Non-compliance with the code means a certificate cannot be created for that upgrade.

For more information, please see the [VEU program code of conduct](#), and the [code of conduct guideline](#).

## Wearing identification

You must wear an identification tag whenever you're generating leads or marketing the VEU program in person (e.g. when 'doorknocking' or interacting with consumers in any capacity). This identification must display:

- your photograph
- your full name
- your contact details
- your ABN (if you are an accredited person).

If you're a scheme participant, you must also include: the name, trading name and ABN of the accredited person on whose behalf you're acting.

## High-pressure tactics

In line with your existing obligations under Australian Consumer Law, you must not engage in high-pressure tactics when generating leads for or marketing the VEU program. This includes:

- pressuring, bullying, or manipulating consumers
- acting aggressively
- asking intrusive or unreasonable questions
- contacting a number on the 'Do Not Call Register', or a consumer who has requested no further contact from you.

## Provision of information to consumers

It is important that consumers are fully informed as part of their engagement with you and the VEU program. This starts with lead generation and marketing. You are obligated to give consumers specific information about the:

- VEU program
- upgrade you are proposing for them
- any other information they may need to make an informed decision about undertaking the upgrade.

## Information on the VEU program

You must ensure you only give consumers clear and accurate information about the VEU program, and take reasonable steps to ensure they know:

- you do not work for the Victorian Government
- the upgrade and any products supplied are not provided by, or on behalf of, the Victorian Government
- their participation in the VEU program is voluntary.

You must give consumers a clear explanation of the VEU program, in plain English, without technical information or industry-specific language they may not understand. You must also:

- inform consumers that a code of conduct exists, and give them a copy of it if they ask for it
- give consumers dispute resolution information related to the upgrade
- offer consumers a copy of the [VEET scheme consumer factsheet](#).

### Information on the upgrade

Importantly, when you conduct any lead generation or marketing activities, you must provide any consumer you contact with the name of the accredited person who will be creating certificates for the proposed upgrade.

**If you do not provide this information, then you have not complied with the code and accredited persons will not be able to create certificates for those upgrades.**

You must also ensure you give consumers clear and accurate information about the upgrade, including:

- how to use the new product or service you are supplying
- the performance of the product or service you are supplying
- the suitability of this product or service to them
- any recommendations and requirements related to the new product or service
- the warranty that applies to the product or service (if any)
- the decommissioning procedures that apply to any products that are replaced as part of the upgrade.

### General obligations

- If you give a consumer estimated prices for an upgrade (rather than an actual quote) you must make sure the consumer understands those prices are not a final quote.
- You must leave a residential premises immediately if you are asked to do so or if, at any point, you establish that no one 18 years of age or older is present.
- You must also ensure you do not conduct lead generation or marketing activities at a premises that displays signs which say 'no canvassing', 'no doorknocking' or similar.