

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
- comply with all relevant laws.

Key obligations when undertaking lead generation or marketing

Do	Don't
✓ Speak to an adult (18+) and make sure they understand you	✗ Pressure, manipulate or intimidate consumers into participating
✓ Wear an identification tag (in person)	✗ Enter a premises without informed consent or remain if that consent is withdrawn
✓ Provide clear, accurate information about the program and proposed goods/services	✗ Contact consumers who have requested no further contact
✓ Advise that you do not represent the Victorian Government	✗ Visit premises with 'no doorknocking' or similar signs
✓ Explain that participation is voluntary	✗ Contact anyone on the 'Do Not Call Register'
✓ End call or leave immediately if a consumer says no or appears uncomfortable	✗ Visit after 6pm or before 9am (weekdays), after 5pm or before 9am (Saturdays), or at all on Sundays or public holidays
✓ Tell them about the code of conduct and offer the VEET scheme consumer fact sheet	✗ Call after 8pm or before 9am (weekdays), after 5pm or before 9am (Saturdays), or at all on Sundays or public holidays





What happens if you do not meet your obligations

The Essential Services Commission can take significant enforcement action against accredited persons and anyone else conducting activity on their behalf who breach the code of conduct, which may include penalty notices and civil penalty litigation. This includes any person involved in lead generation, door knocking or other marketing activities.

Accredited persons in breach of the code, or who are no longer considered 'fit and proper' or 'competent and capable' under [new accreditation standards](#) may also:

- have conditions imposed on their accreditation
- have their accreditation suspended, cancelled or disqualified
- be required to surrender Victorian energy efficiency certificates associated with the alleged breach
- be subject to an assurance or compliance audit.

More information and resources about your obligations

- [Code of conduct website page](#): provides more detailed information about your obligations under the program and additional resources to support compliance, including the code of conduct guideline, industry checklists and other industry guides.
- [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 only. It 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.