



# 2019 Victorian energy open forum

Engaging to deliver better  
energy outcomes

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Slido.com  
#VicEnergyForum19



# Energy rights information campaign

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## Strategic imperative

**Empower and educate** Victorians to make **informed decisions** with their current energy provider.

## Campaign objectives

1. Raise consumer **awareness** of energy rights
2. Support DELWP messaging (**regulatory framework changes**)
3. Ensure **lower-socio economic, older and CALD** (culturally and linguistically diverse) groups are reached

## Website

**42,796** user visits

**47%** mobile use

Facebook 

**211,433** post reach

**24,346** video views

**12,504** #engagements

**5.9%** engagement

## Partner marketing



**128 MP Offices**

- ✓ Energy and Water Ombudsman (Victoria)
- ✓ Victorian Council of Social Services
- ✓ St Vincent de Paul
- ✓ Brotherhood of St Lawrence
- ✓ Consumer Policy and Research Centre
- ✓ Council of the Aged
- ✓ Department of Environment, Land, Water and Planning

## Media results

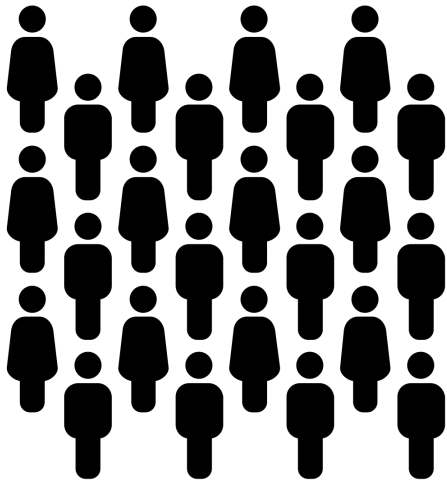
Radio + print + outdoor + shopping

= **>2.3 million**

av **4.93X**

inc **662,000** commuters  
and **1.1 million** shoppers

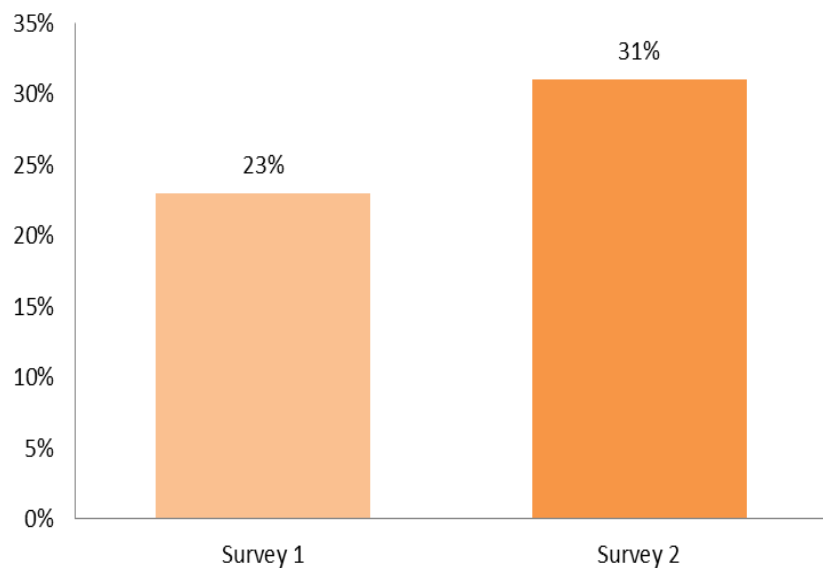
**2.8M** digital impressions



Herald Sun  
**Sunday** Geelong  
**Advertiser**

**38** metro and regional papers +  
**6** community language papers

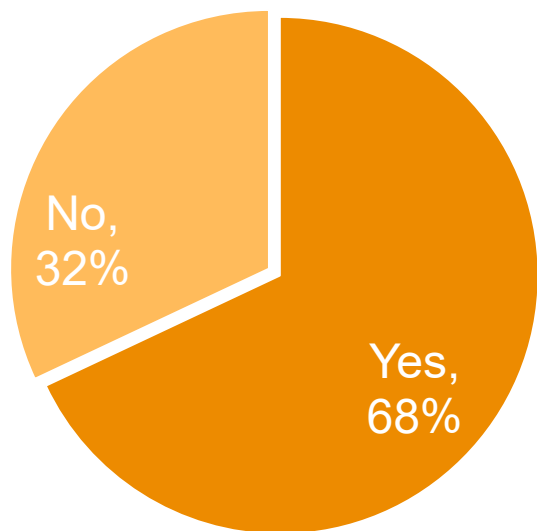
# Survey results



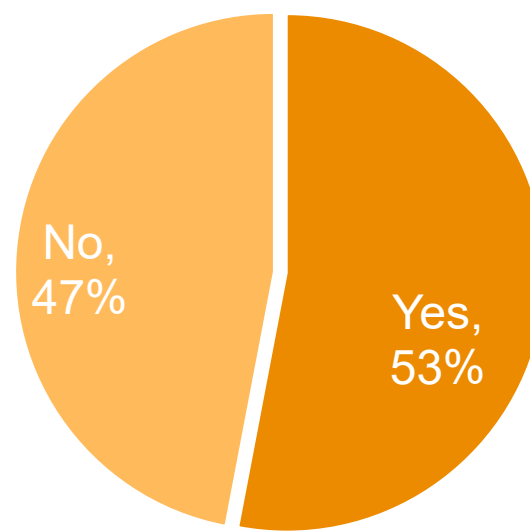
Demographic	Survey 1	Survey 2	% change
Total	23%	31%	+ 34%
'Often struggle to make basic expenses'	13%	18%	+ 38%
Older ( 65+)	23%	32%	+ 39%
Regional	21%	33%	+ 57%

Have you heard about Victorian energy reforms recently, for example the proposed Victorian Default Offer?

## Response to campaign



Sought further information



Contacted their retailer



# Specific knowledge of reforms

Question	Survey 1	Survey 2
1. Are you aware of whether energy companies tell you if you're on the best deal for you?	26%	22%
2. If you were having difficulty paying your bill would you contact your retailer for assistance?	78%	73%
3. Do you think you could get a better deal from your energy retailer by ringing up and asking?	61%	62%
4. Do you know where to go to get more information about your rights related to your energy retailer?	32%	28%



## Campaign 2.0 objectives

- Deepen consumer awareness and understanding
- Further develop partnerships
- Target lower-socio economic, older and CALD groups

## Campaign 2.0 strategy

- Focus on building knowledge
- Public education road show and community engagement program

# Contact us



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