

Affordability Action Agenda

Actions for the AEC and its members



Support vulnerable customers

- Refine and prioritise a principles-based vulnerability commitment to provide targeted assistance and uplift support for customers experiencing hardship.
- Improve sector wide capability in supporting customers impacted by domestic and family violence, through the following:
 - A dedicated working group that encourages sharing information, resources, and learnings to enable better practice and consistency in policies, procedures, processes, and systems.
 - Developing an industry-led guidance on Safety by Design to ensure energy products minimise harm.
 - Exploring the development of an initiative to share data and risk assessment tools in partnership with governments.



Improve customer experience to simplify participation

- Identify examples where regulation isn't working for customers, and work with regulators and other key stakeholders to simplify the regulatory framework.
- Ensuring the regulatory framework does not contribute to unsafe outcomes for customers experiencing domestic and family violence.



Drive innovation in products and services

- Accelerate the development of innovative retail products and services that improve affordability and better meet the needs of diverse customers. This includes:
 - Designing offers that integrate consumer energy resources.
 - Expanding subscription-style, fixed-price and bundled energy service offerings.
 - Leveraging data and digital capability to deliver more personalised, real-time insights and support to customers.
- Trial new approaches to demand response and flexibility that reward customers for behaviours that reduce system costs.



Increase transparency and understanding

- Maintain and publish a register of supports offered by retailers over and above regulatory minimum standards.
- Publish an industry-wide consumer bill cost stack annually to highlight variations in each component of the retail bill.

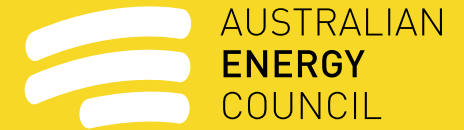


Strengthen future-focused retail market capability

- Ensure the retail sector is positioned to deliver in a high-Consumer Energy Resources (CER), digitally enabled energy system by:
 - Supporting the evolution of retailers from commodity providers to energy service partners that manage customers' total energy needs.
 - Advocating for market frameworks that enable retailers to coordinate and orchestrate distributed energy resources at scale.
 - Building capability in data, interoperability and customer engagement to support more dynamic and automated energy services.
 - Ensuring that future market reforms balance fairness with the need to maintain innovation, competition and long-term service capability.

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Actions for Government



Provide

targeted supports to those who need them

- Harmonise concession schemes nationally, and commit to working towards automated registration and targeted bill relief applied directly to customer bills for those who need it.
- Ensure that customers have the right incentives to electrify, and support those unable to make the switch.
- Expand the Greenhouse and Energy Minimum Standards scheme to other appliances that can reduce energy bills, in particular heat pumps.



Encourage

demand side participation

- Unlock the value that will enable customers to maximise the benefits of their consumer energy resources (CER) by encouraging network tariffs that reflect local conditions and the value of flexibility at different times.
- Require networks to provide retailers with incentives to maximise flexibility and demand response.
- Reduce network costs by supporting simpler, more effective price signals.
- Undertake a review into the broader incentivisation of non-network options.



Reduce

green scheme costs and deliver better outcomes

- Undertake a national review of jurisdictional retail certificate schemes with an objective of simplification and cost reduction.
- Mandate minimum energy performance standards for rental properties, with commensurate incentives for owners to deploy improvements.

What is the Affordability Action Agenda?

The Australian Energy Council is the peak body for energy retailers and generators. Our Affordability Action Agenda is an 8-point plan of critical actions that industry and governments can take to ensure that energy remains accessible and affordable for households and businesses. The majority of these actions are for our industry, recognising that energy retailers can lead the way in supporting customers now, while working with governments to design a fair and equitable energy system for the future. As suppliers of energy to more than 10 million customers across Australia, the AEC and its members recognise that supporting and advocating for affordable energy starts with us.

Discover

For more information visit the Australian Energy Council website at energycouncil.com.au

