

energyconsumersaustralia.com.au



W K R PLAN

Guiding our work are 3 promises, which serve as our commitment to ourselves, our stakeholders, and to households and small businesses. They serve as a measure by which we will test our ambition, our decisions and our success.



1. Bold ideas

We invest in the ideas that will deliver the greatest impact for households and small businesses.



2. Expert analysis

We are the 'go-to' source offering data and insights expertly framed from the consumer perspective.



3. Faultless execution

We successfully advocate for changes to the energy system that benefit consumers.

What is Energy Consumers Australia?

Energy Consumers Australia is the independent national voice for residential and small business energy consumers.



We want to see an energy system that is fair, affordable, reliable and meets the needs of everyone.

We promote the long-term interests of households and small businesses who use energy in Australia by providing and enabling evidence-based advocacy to the energy sector on the issues that affect consumers.

We do this by:

Researching consumer expectations, values, and needs for the energy market through regular consumer surveys, focus groups and forums, and sharing recommendations from the findings of this research with the energy sector to influence policy development.

Engaging in energy sector processes, including meeting with industry and governments and making submissions, to make sure the needs of households and small businesses are considered by decision-makers.

Funding work by other organisations (via our grants program) that provides a strong evidence base for positive system changes that will benefit households and small businesses.

Working collaboratively with other organisations to promote the needs of consumers in the energy sector.

Helping build the capability of other organisations to be able to advocate to the energy market on behalf of diverse consumer groups.



A Message from ECA

Australian households and businesses want affordable, clean and easily accessible energy. We all know this.

They also want a decarbonised energy system that balances costs and benefits fairly – and doesn't add to social and economic inequalities. This we also know.

What has been less clear is how to achieve all this.

This document outlines the 7 targets that we believe Australia's energy transition must achieve to realise its promise.

It also lists the 36 objectives that we at Energy Consumers Australia will focus on over the next three years to help get there. If it sounds like a tall order we agree. But 'business as usual' just isn't working anymore and things need to change.

If you're reading this as a decision-maker in the energy sector, we'll be coming to you regularly armed not only with evidence of the problems for consumers, but with viable solutions to meet their needs. If you want early warning of the issues and opportunities we're going to be raising with you, read on!

If you're reading this as a consumer or community organisation, or a business or industry representative, and you see yourself in what we're calling for below, get in touch. We promise we'll create a path for your voice in this conversation. We can't achieve any of this alone – and by working collaboratively with you, and helping you advocate for the energy needs of your community, the more impact we can all have.

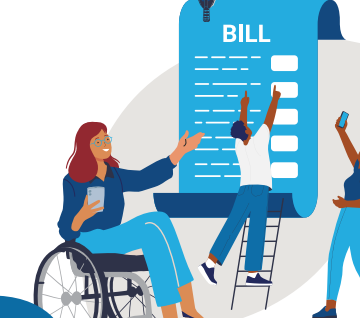
And if you're reading this as a householder or a small business owner, we're here to promote your interests. After all, you're paying for the energy system and it should meet your needs.

Our 7 targets: What energy consumers require

Each of these must be true for a modern energy system operating in a just society.



1 Equity
I pay a fair share of the energy transition



2 Value
I pay a fair share for the energy I use



3 Agency
I can make optimal energy decisions



4 Ownership
I benefit from the energy transition



5 Control
I can manage my energy consumption



6 Justice
I have the energy I need



7 Representation
I have powerful advocates working in my long-term interests

Our 3 Year Plan

These are the issues energy consumers need resolved, or at least progressed, in the next three years. We have extensive project plans for each one, but this high-level version will show you the full picture.

We won't be going after all these at once, but they are all on our radar.

Yes, it's a lot – and we will definitely need to work with many other committed people to make this change happen.

If you're reading this and you see yourself or your organisation in it, we want to hear from you.

1 Equity

I pay a fair share of the energy transition



Households and small businesses pay a fair and affordable price for gas as long as they use it.

Energy markets signal the right investments from the right parties in the right places operating in the right ways at the right times, making it fit for the energy system we have.

The proportion of costs consumers, industry and governments are paying for the energy transition is publicly available.

Financial and political investment in innovative smart energy solutions for households, small businesses and communities multiplies demonstrably.

2 Value

I pay a fair share for the energy I use



Government policies signal the least cost fuel for consumers.

Electricity distribution network efficiency significantly improves, with corresponding reductions in network tariffs. Electricity distribution network efficiency is tracked and compared.

No further non-energy services paid via energy bills.

Retail price caps evolve to ensure households and small businesses pay no more than the fair maximum price.

To ensure costs are prudent and efficient, enhanced transparent and active monitoring of network and wholesale costs is introduced.

3 Agency

I can make optimal energy decisions



Households and small businesses have a comprehensive, trusted, and well-publicised one-stop-shop to access information and guidance.

Households and small businesses have tailored, trusted, and well-publicised advice and support.

Mandatory longevity labelling on all gas appliances. Minimum energy efficiency standards and expanded mandatory disclosure for energy appliances at point-of-sale.

Communications, products, and services from energy companies are sufficiently simple and behaviourally informed for households and small businesses to act on them.

A clear, unified narrative on the energy transition, including the role for households and small businesses, is provided to consumers.

4 Ownership

I benefit from the energy transition



Through the transition households, small business and communities are recognised and offered fair value for the service they provide to the system.

ECA counters misinformation by communicating the full range of individual and shared benefits of the transition to net zero to consumers.

All households and small businesses can invest in and access consumer energy resources, regardless of physical circumstances.

Incentives and assistance for electrification for residential and small business renters are in place, with firm plans for all social housing stock to be upgraded.

5 Control

I can manage my energy consumption



There are minimum energy efficiency standards for all rental properties.

There is mandatory disclosure of energy efficiency ratings at point-of-sale or lease for all homes and businesses. All homes have undergone a comprehensive energy efficiency assessment.

All households and small businesses can easily plan to improve the energy efficiency of their home or premises.

Governments have committed to retrofitting the worst performing homes directly or via incentives.

Households and small businesses can access independent and robust redress regarding upgrades, installation, and appliances.

Households and small businesses can access, and easily understand, information that helps them manage consumption and cost.

All consumers can use, charge, and pay for their electric vehicle conveniently and fairly.

6 Justice

I have the energy I need



Everybody in financial hardship keeps access to energy.

Measures to assist households in financial stress are delivering effective and sustainable help.

An overarching market obligation - such as a duty of care - ensures that energy products and services are fair and affordable, and consumers are confident they will be protected from harm.

The gap between households and small businesses who can and can't afford their energy bills has demonstrably reduced.

Every community at risk of climate impact has an energy resilience plan which clearly articulates roles and responsibilities.

7 Representation

I have powerful advocates working in my long-term interests



Advocacy for households and small businesses consumers is embedded as an attitude and obligation for decision-makers.

ECA encourages and participates in a community of influential, diverse voices representing long-term household and small business interests.

ECA provides grants that demonstrably benefit household and small business interests in the energy transition.

ECA is the 'go to' for data and insights on household and small business energy consumers.

ECA is future-fit.

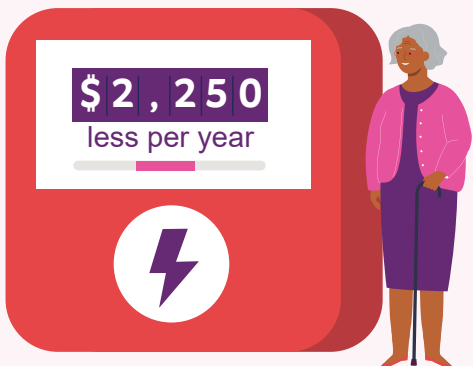
ECA's impact is known and measurable.

Equity

I pay a fair share of the energy transition

“By 2030 the average difference in total energy costs, including transport, between a typical fossil-fuelled home and an all-electric home (without solar and a battery) will be around \$2,250 per year.”

CSIRO modelling for ECA, 2023.



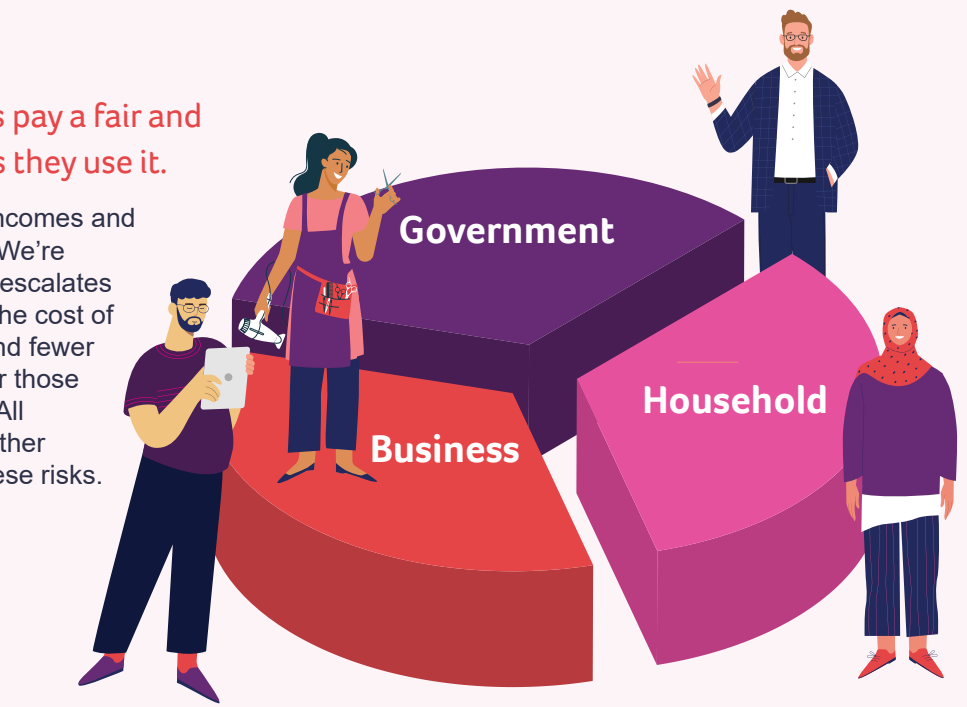
“Australia’s transition to a net-zero economy represents at least a USD\$1.9 trillion investment opportunity in the country’s energy system by 2050.”

BloombergNEF, 2023.

Households and small businesses pay a fair and affordable price for gas as long as they use it.

Many of us, particularly people on low incomes and renters, face barriers to getting off gas. We’re concerned that as the energy transition escalates and more people exit the gas network, the cost of its upkeep will be split between fewer and fewer customers – meaning spiralling costs for those of us who can least afford to pay them. All Australian governments must work together on a national plan for gas to mitigate these risks.

Energy markets signal the right investments from the right parties in the right places operating in the right ways at the right times, making it fit for the energy system we have.



Hundreds of billions of dollars are now being invested in new energy infrastructure, including new solar and wind farms, transmission, and energy storage systems. While much of this is necessary, no one in the sector should be allowed to forget that we consumers will ultimately pay for it through bills and taxes.

Affordability is consumers’ number one priority for the energy transition and we need effectively designed and operated energy markets to ensure that we get a least-cost, efficiently built and operated energy system.

The proportion of costs consumers, industry and governments are paying for the energy transition is publicly available.

We know it’s going to cost a lot, but what exactly is the ‘bill split’ for the energy transition? Right now, it often feels like consumers are picking up the tab for the whole table. We have a right to know that all parties are paying their fair share. While we appreciate there are commercial sensitivities involved in large infrastructure projects, we want to see transparent reporting of how and when the costs are flowing to consumers.

Financial and political investment in innovative smart energy solutions for households, small businesses and communities multiplies demonstrably.

In the past, energy flowed one-way: from large generators to networks, and then into our homes and businesses. Today, many of us provide energy back to the network. In future, we’re hopeful we’ll see a multi-directional energy ecosystem, where we don’t just share our resources with ‘the system’ but provide excess solar or battery capacity to our neighbours – or they to us. Governments need to **trial new regulatory and business models** to demonstrate that community-based systems aren’t only feasible and desirable but lead to net savings for everyone.

I pay a fair share for the energy I use



“ Only 59% of households and small businesses rated their gas service as good value for money (a 5% decrease on 2023) and just 55% of consumers rated their electricity service positively (a 4% decrease on 2023). Gas and electricity services ranked below supermarkets and banks for value for money. ”

Energy Consumer Sentiment Survey, ECA, June 2024

Government policies signal the least cost fuel for consumers

The evidence is clear that using electricity to power efficient appliances and vehicles is the least cost way to operate our homes and businesses now and in the future. So why is the gas network still expanding in some parts of the country, locking more of us into expensive upgrades down the track? It's time for consumers to be told that the future is electric and for governments to **put policies in place to prevent us making bad financial investments** in fossil-fuelled homes, home appliances and cars that will have to be fixed or prematurely replaced later.

“ ...in August 2023 47% of residential customers were on plans with a calculated annual cost equal to or higher than the default offer... 79% of residential customers could achieve a better offer if they switched to a competitively priced acquisition offer in Energy Made Easy or Victorian Energy Compare. ”

ACCC Inquiry into the National Electricity Market, December 2023.

Electricity distribution network efficiency significantly improves, with corresponding reductions in network tariffs. Electricity distribution network efficiency is tracked and compared

Network costs make up roughly 50% of the average household energy bill, and they are rising significantly. More of us are going all-electric and if the sector simply builds more networks, instead of using the ones we have more efficiently, the benefits of low-cost renewable energy will be more than offset by these costs. We're funding research into how network utilisation can be more effectively measured and working with industry and regulators to **make sure that consumers are getting their money's worth** for the networks they pay for.

No further non-energy services paid via energy bills

Unlike taxes, which are progressive (i.e. the more you earn, the higher the rate of tax you pay), energy bills don't take into account your income or personal circumstances, which is why it's so hard for low-income families, and small businesses that need to use more energy, to afford them. In the middle of a cost-of-living crisis, we need to make sure that **only energy costs are added to our energy bills** – not costs for other policy priorities. Regional development is good for Australia, but it should be paid for via taxes.

Retail price caps evolve to ensure households and small businesses pay no more than the fair maximum price

We are tired of hearing that it's up to consumers to engage more with the retail market and educate themselves on energy pricing. This puts all the work on us, when it's the system that's at fault. Default market offers, which were put in place to protect us from unreasonably high prices, aren't working well and many of us are, in effect, being charged a loyalty tax by retailers because we can't easily switch. Further, consumer needs have evolved, with more of us adopting consumer energy resources and changing the way we use energy, but retailers haven't kept up. **We need more diverse and innovative retail products that meet the needs of everyone and better protections from poor retailer behaviour.**



To ensure costs are prudent and efficient, enhanced transparent and active monitoring of network and wholesale costs is introduced

You'd assume that higher bills would mostly be driven by higher energy prices – except we're seeing decreases in wholesale electricity prices, largely driven by cheaper renewable energy in the system. A lot of the increase is actually due to network costs – the poles, pipes and wires. If these costs keep increasing, the benefits of cheaper renewables could well be lost. We need to **encourage regulators to use – and, if necessary, expand – their monitoring powers** to ensure that we all pay a fair share for energy, and not a cent more.

I can make optimal energy decisions



“ 89% of household energy consumers are interested in learning more about ways to reduce their energy use and costs. But consumers need certainty and support to make the right decisions. And they need a trusted voice to help step them through what they need to do. ”

Household Energy Consumer Information Research, ECA, December 2023.

Households and small businesses have a comprehensive, trusted, and well-publicised one-stop-shop to access information and guidance

Most households and small businesses are interested in learning more about how they can benefit and make savings from the energy transition. But many of us can't find the information we need to take action in the places and formats we use, or from sources that we trust. ECA wants to see One Stop Shops for support and advice to help all of us navigate the choices we need to make and understand the role we need to play over the next few years.

Households and small businesses have tailored, trusted, and well-publicised advice and support

We don't have the full picture of the many types of support that different households and small businesses want and need to be able to participate in the energy transition. Some of us require advice on the energy efficiency of our homes; others need to know how to get the best energy contract, or apply for rebates and concessions, or understand our bills. Some want directions on where to charge our cars, while others will want to know how to source the best hot water heat pump. Ask yourself: what would you want to know to make better decisions?

Mandatory longevity labelling on all gas appliances. Minimum energy efficiency standards and expanded mandatory disclosure for energy appliances at point-of-sale

Many of the highest consumption appliances aren't governed by minimum efficiency or installation standards so we all make uninformed choices that we pay dearly for later. With increasing household and small business expenses and a wide variety of appliances to choose from, it's vital we have proper standards and labelling to warn everyone if an appliance is not a good investment. Alongside other consumer and industry associations, we've been pushing for this to happen for a long time, and we won't stop until the job's completed.

Communications, products, and services from energy companies are sufficiently simple and behaviourally informed for households and small businesses to act on them

Industry is currently designing all sorts of complex engineering and economic solutions to the challenges that the system is facing. This complexity flows through directly to consumers, who face arcane and confusing pricing and products, and multiple service providers. We need an energy system that recognises the diversity of our needs but understands the critical importance of simplicity in our busy lives. In our view there's no other service in the country as unnecessarily complicated as energy – and we get the distinct impression that some parts of the sector like it that way. We need to change that.



“ Consumers under financial pressure are less likely to say they feel confident in their ability to make choices about energy products and services (51% compared to 75% for financially comfortable) or feel they have the information they need (43% and 65%). ”

Energy Consumer Behaviour Survey, ECA, October 2023.

A clear, unified narrative on the energy transition, including the role for households and small businesses, is provided to consumers

Put simply, many of us don't know what meeting Australia's 2030 decarbonisation targets means for us, or what we need to do because we haven't been 'told straight' what the plan is. An overarching narrative, with the aim of bringing us all together under a unifying vision, is sorely needed from governments and industry. This needs to happen soon because in the absence of a cohesive story, we're all facing a deluge of misinformation that's costing many people money as well as their goodwill.

I benefit from the energy transition

“Electric vehicle ownership is expected to be the largest cost saving from 2030 at around \$1 400 a year. Solar PV and battery ownership have benefits at around \$1250 a year.”

CSIRO, Consumer impacts of the energy transition: modelling report, 2023.

“...effective integration of CER could deliver net benefits of up to \$6.3 billion by 2040. Realising these benefits hinges on offering consumers the right mix of products and services.”

AEMC Pricing Review, 2024.

Through the transition households, small business and communities are recognised and offered fair value for the service they provide to the system

Those of us who own solar panels and batteries are not only consumers, we can supply energy and provide system security services. Those of us who can shift our energy use to off-peak periods can take pressure off the grid. These contributions mean less investment is needed in building out the network – saving all of us money. We think these contributions should be valued fairly. But, we also think that people who cannot participate in these ways shouldn't be punished. We need a system that is designed for diversity, and offers services, tools and rewards that suit different motivations, ability and opportunities.

ECA counters misinformation by communicating the full range of individual and shared benefits of the transition to net zero to consumers

Whether it's online advertising for dodgy heat pumps, rumours in group chats about smart meters spying on people, or claims that offshore wind farms kill whales, Australians are being fed a daily diet of misinformation about the energy transition. And the more cynical it makes us, the less likely we are to participate in the energy transition, even if we could benefit from it. We all deserve to be protected from fearmongering and falsehoods - and told the truth. ECA will do our bit to help households and small businesses find information they can trust.

All households and small businesses can invest in and access consumer energy resources, regardless of physical circumstances

Some of us face a range of barriers to investing in and accessing consumer energy resources – and those barriers go beyond our income levels. There are numerous rules that prevent people installing solar panels and batteries, for example heritage regulations. People in apartment buildings or strata schemes often can't invest in them, nor can businesses in shopping centres, while renters face the simple issue that solar panels aren't transportable if they move. We need to address these barriers so everyone can access and benefit from investing in these products.

Incentives and assistance for electrification for residential and small business renters are in place, with firm plans for all social housing stock to be upgraded

Those of us who rent or live in social or community housing can't easily make our homes all-electric. For the energy transition to be successful and provide benefits to those who need them most, we need to see targeted supports for people most at risk of being left behind. Governments are increasing their investment in new social housing, but the homes people are living in now also need to be upgraded. Perhaps surprisingly, many small businesses also fall into this category, particularly those in embedded networks.

I can manage my energy consumption

There are minimum energy efficiency standards for all rental properties

Many rental homes in Australia have the energy efficiency of a tent. This leads to higher energy costs, which add to cost-of-living pressures for renters. We don't want to see an energy transition where only owner-occupiers can benefit. We need to have nationally consistent minimum energy efficiency standards, as well as a well communicated timeline for action that makes it clear to landlords that they will not be able to rent out poorly performing homes.



“ In homes with poor thermal performance and inefficient appliances, householders rely on artificial heating and cooling to stay comfortable, causing them to use more energy and spend more money to keep their homes at a comfortable temperature. ”

National Framework for Disclosure of Residential Energy Efficiency Information, 2024.



There is mandatory disclosure of energy efficiency ratings at point-of-sale or lease for all homes and businesses. All homes have undergone a comprehensive energy efficiency assessment

Consumers aren't getting crucial information about the ongoing energy costs of the properties we want to buy or rent. We need better energy efficiency information about our single biggest purchase. Mandating disclosure provides vital information about how large the energy bills could be for someone thinking about renting it. It also provides critical information about the work required to bring that property up to a healthy and affordable standard for people thinking about buying it.

All households and small businesses can easily plan to improve the energy efficiency of their home or premises

To ensure our homes and business premises are affordable, energy efficient and climate resilient, we'll need to upgrade their energy efficiency. So we need a thorough understanding of what work needs to be undertaken to bring them up to scratch. However, most of us do not know which measures are the most impactful, or where to start. Small businesses, in particular, need a longer lead time to plan changes – and incentives that last longer than a year to enable them to act. We may not need to do everything all at once, but we do need to start doing something as soon as we can.

Governments have committed to retrofitting the worst performing homes directly or via incentives

The homes with the poorest levels of energy efficiency in Australia are also where those of us with the lowest incomes live. When these disadvantages intersect, they lead to large bills for those of us who can least afford to pay them. Given the harm caused to people's health and financial wellbeing by energy inefficient homes, we should aim to fix the worst ones first. To make sure the energy transition leaves no one behind, we need to provide people with the help they need – including innovative support and financial incentives – to retrofit these homes.

Households and small businesses can access independent and robust redress regarding upgrades, installation, and appliances

To minimise our bills, households and small businesses are being asked to improve the energy efficiency of our homes and premises, including investing in consumer energy resources and electrifying. However, the laws and rules ensuring we can seek remediation and redress when things go wrong sit with multiple entities, and often outside the scope of energy-specific rules and regulations, making it hard to get problems fixed. Why should we take action and adopt new technologies, even if they could benefit us, if we might suffer harm with no clear path for easy and free recourse?

“ Most Australian homes are too cold in winter and too hot in summer... and 98.5% of existing housing stock falls below optimum economic and energy performance. ”

National Framework for Disclosure of Residential Energy Efficiency Information, 2024.

Households and small businesses can access, and easily understand, information that helps them manage consumption and cost

There is a clear advantage for everyone if we reduce unnecessary energy consumption and, for those who can, shift usage to cheaper times of the day. All of this presupposes that we have access to real-time data that allows us to see the connection between our energy consumption and our bills. Currently access to this varies depending on our retailer, the state we live in, and the appliances we have. To our knowledge there has never been a landscape review of what tools and information are out there for consumers and who has access to them – and there's no benchmark of what 'good' looks like. We plan to investigate.



All consumers can use, charge, and pay for their electric vehicle conveniently and fairly

Nine out of ten Australian households own a car, making electric vehicles likely the best opportunity most of us will have to participate in – and benefit from – the energy transition. Our research has shown that, even accounting for higher upfront costs for electric cars, we can expect to save more than \$1,000 a year by 2030 from driving one. But we need to make sure that the infrastructure required to charge the millions of electric cars we'll soon be driving will be available for those of us who live in apartments or don't have off-street parking.

I have the energy I need



“ Access to reliable clean energy is a human right. ”

First Nations Clean Energy Strategy Consultation Paper, 2024.

“ 91% of households in Aboriginal remote communities experienced disconnection in 2018-19. ”

ANU research funded by ECA, 2023.

Everybody in financial hardship keeps access to energy

From heating to hot water, lighting to laptops, our access to energy is essential for a reasonable standard of living. So how is it possible in today's Australia that people who can't afford it can so easily have an essential service disconnected? Other countries increasingly protect vulnerable people – such as infants – from losing supply. We want to see a new normal where disconnection is a last resort.

Measures to assist households in financial stress are delivering effective and sustainable help

More of us are entering energy affordability programs – and with higher debt. We have to ask, if energy is an essential service, how can it be unaffordable? There are two big issues here: there is no common understanding of what effective, sustainable support measures look like, and no consistent application of the supports that do exist. We need to identify and put in place long term supports that work to break the cycle of energy poverty.

An overarching market obligation – such as a duty of care – ensures that energy products and services are fair and affordable, and consumers are confident they will be protected from harm

The energy system isn't consistently providing affordable and reliable energy to consumers, and some rules have too little regard for consumer interests. This means consumers aren't sufficiently protected against inequitable and sometimes unfair outcomes. Energy ombudsmen don't have the mandate to support consumers across all their energy decisions. Along with other advocates, ECA has called for regulatory reforms to ensure consumers are treated fairly – but we want to approach things from a new angle: we think there should be an overarching obligation to ensure better consumer protections and outcomes for consumers.



The gap between households and small businesses who can and can't afford their energy bills has demonstrably reduced

Since the pandemic, the proportion of households and small businesses having difficulties affording their energy bills has increased. We're seeing a widening energy divide in Australia between consumers who can easily access efficient, reliable, and affordable energy, and those who can't. People living in First Nations communities and small businesses in embedded networks are among those most at risk. If we are to avoid the energy transition creating an entrenched energy underclass in Australia, we need proper planning and policy interventions.

Every community at risk of climate impact has an energy resilience plan which clearly articulates roles and responsibilities

With extreme weather events increasing due to climate change, we need to help build energy resilience, especially in regional and rural communities. To do this, people living in potentially affected areas will need toolkits, resources, and assistance to help them, and they will need to work together and be prepared to take action if their power goes out due to a bushfire, flood or cyclone. Forewarned is forearmed so every community should have a resilience plan in place as soon as possible.

“ In the past 12 months, though, only 1 in 3 customers exited hardship programs after successful completion, indicating that existing assistance measures are not providing assistance that addresses energy stress in a sustainable way. ”

Review of payment difficulty protections in the National Energy Consumer Framework, Issues Paper, AER, May 2024.

I have powerful advocates working in my long-term interests



Advocacy for household and small business consumers is embedded as an attitude and obligation for decision-makers

For the interests of consumers to be at the heart of the energy system, we need all decision-makers to think of themselves as consumer advocates. We want to see fair outcomes for consumers as the North Star for the entire sector – and we think it can happen. We plan to be highly visible to the point of unavoidable for decision-makers across the country. It will be a lot of work to be constantly on the radar, but we are more than up for the challenge.

ECA encourages and participates in a community of influential, diverse voices representing long-term household and small business interests

Promoting the long-term interests of 26 million people and 2.5 million small businesses is hard for a small organisation like ours; we can't and don't claim to speak directly for all communities in the country, nor should we. To ensure that the needs of everyone in Australia are heard loudly by decision-makers, we must build allies and smart coalitions with all manner of community, membership and industry bodies. We want to support and amplify their advocacy to the best of our ability.

ECA provides grants that demonstrably benefit household and small business interests in the energy transition

Over the next three years we will focus on ensuring our grants are structured to address the issues we've identified here in this document – and to enable as diverse a set of applicants as possible to participate. In our quest for the highest quality grant applications that fill identified needs for consumers we need to also ensure we don't create unintended barriers to entry for new or under-resourced advocates, particularly those from regional and diverse cohorts.

ECA is the 'go to' for data and insights on household and small business energy consumers

Since ECA's founding we have developed a strong reputation for consumer research. We want to build on this foundation to ensure decision-makers, industry, researchers and other consumer advocates have access to first-rate, reliable and comprehensive data, as well as expert analysis and insights.



ECA's impact is known and measurable

A lot of what we do is about influencing other people's decisions, often alongside other advocates. This means it can sometimes be hard to draw a direct line from advocacy to outcome. Nonetheless, it is important to us that we are accountable to consumers and can demonstrate the level of our impact and how it supports their long-term interests. This helps us to focus our efforts on where we can create the most positive change for households and small businesses.



ECA is future-fit

Consumers are entitled to advocates operating at the top of their game. To be the most effective consumer advocates we can be, we need good systems, tools and processes that will enable us to be as productive and impactful as possible. We will make ECA 'match fit' to handle the challenges of the energy transition and attract and retain the best talent possible.



Does this plan excite you as much as it does us?

If it does, and you'd like to talk further about how your organisation can work with ECA to drive better outcomes for consumers from the energy sector, we'd love to hear from you. Please contact us.



“We shouldn’t have a system where only those lucky enough to afford the best or newest reap the benefits.”
Focus group participant



“Will I have to choose between putting food on the table, clothes on our backs or keeping the lights on?”
Focus group participant



“The last year I feel like my bill has increased by at least 40% but trying to consume less energy is hard.”
Survey participant



“Having smart meters and being aware of just how much appliances cost to run per hour would be useful.”
Focus group participant



“We need to identify, acknowledge and address the discrimination inherent to households that suffer with unaffordable energy bills and hot unhealthy homes.”
Workshop participant



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