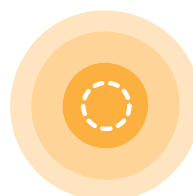


# National Customer Code

*Energy Brokers,  
Consultants & Retailers*

# 2021

## Annual Report



**National  
Customer Code**

**Energy Brokers,  
Consultants & Retailers**

Proudly supported by the Energy Charter



## Independent Chair Report

All energy customers need assurances that the teams that are working on their energy solutions are in some way held to account for the range and value of business improvement solutions that are proposed, delivered, and monitored. The Customer Code signatories represent a solid cross section of Brokers, Consultants, Retailers, and representatives from our major energy users.

We operate under the clear definition of anti-competitive practices detailed by the ACCC.

The Customer Code Council starts from a customer centric base and explores without constraint the ways we can make our large energy user better informed, better serviced, and gaining the best of outcomes.

We acknowledge the guidance of Sabiene Heindl from the Energy Charter and the fine administrative and management of Anne Whitehouse.

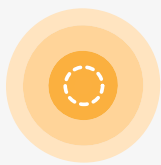
This is our inaugural report and by any measure we have progressed a long way towards our goals. Anne has highlighted a number of those achievements in her report that follows.

The year ahead will offer increasing challenges to our members as we face new regulatory and market driven changes that will certainly impact our supplier and customer interfaces.

We are up to the challenge and will continue to progress in what has to be the country's most complex and challenging marketplace.

I close by thanking this year's Council members for their enthusiastic and professional application to the Customer Code's Objectives and look forward to building on this year's successes.

**John A Smith**  
**Independent Chair**



**National  
Customer Code**  
Energy Brokers,  
Consultants & Retailers  
Proudly supported by the Energy Charter

## About the National Customer Code

The aim of the Customer Code for Energy Brokers, Consultants and Retailers is to give large customers confidence that we are working together in their best interests and delivering value to them.

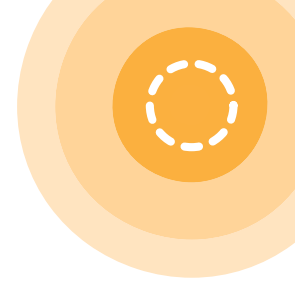
The intention of the Customer Code is to address some of the concerns about third party intermediaries' selling practices raised in the Australian Competition and Consumer Commission (ACCC) Retail Electricity Pricing Inquiry Report 2018.

Launched in 2021, the Customer Code was drafted by individual representatives of brokers, consultants and energy retailers along with two business consumer representatives.

With around 40 signatories to date the Customer Code has been welcomed by customers with many businesses focused on improving outcomes for their large energy users.

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## Current Signatories

### Brokers

- Choice Energy
- Edge Utilities
- Energy Consultancy WA
- Energy Pulse
- Energy Brokers
- Eutility
- Energy Marketplace
- Key Energy & Resources
- Leading Edge
- Make it Cheaper
- Power Choice
- Power Maintenance
- Strata Energy Services
- The Saviour Group
- The Energy Alliance
- Watt Utilities

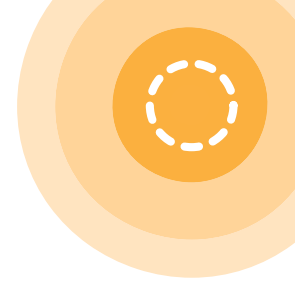
### Consultants

- Australian Systems Integration
- Australian Utilities
- Arena Energy Consulting
- Dwayhe Consultants
- Edge 2020
- Enel X Australia
- Enercom
- Energy Solutions
- Energy Options
- Energy Intelligence
- Knight Energy
- Power Select
- Power Select NSW
- T&O Consultants
- Watt Power
- WiseUp Energy Solutions

### Retail/Suppliers

- AGL
- AGIG
- Aurora Energy
- CS Energy
- EnergyAustralia
- Horizon Power
- Metropolis Metering
- Mondo
- Origin Energy
- Stanwell
- Smartest Energy





## Administrator Report

Our first year is drawing to a close and we have achieved some significant milestones. I am very pleased to have been selected to be the Administrator of this important Customer Code.

Signatories have shown their commitment to their large energy user customers. Firstly in signing up to the Customer Code and secondly through their enthusiastic attendance at events throughout the year.

In running the day to day operations of the Customer Code and to ensure good governance, it has been a pleasure to work with our Independent Chair, John Smith and the members of the Customer Code Council. Customer Code Council meetings are held every three months under Competition Law Protocols. The attendance and participation of the members has been very positive.

I would also like to thank Victoria Boag of the Energy Charter for her support in developing all of the marketing and communications materials. And of course, Sabiene Heindl, Executive Director of the Energy Charter for her continued passion and support.

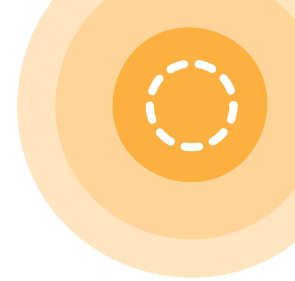
I am delighted to share some highlights from the year in this report. Next year I look forward to welcoming new signatories, holding our second National Industry Roundtable and to conducting a review of the Customer Code to see where there is room for continuous improvement.

### The Customer Code Council

The Customer Code Council is made up of representative signatories (in their individual capacity), together with an independent chair and two consumer representatives along with the Administrator. The Executive Director of the Energy Charter is an observer at meetings.

Key requirements for Customer Code Council members are to:

- Engage as an individual and represent the interests of customers and industry broadly, rather than the interests of your own organisation
- Provide strategic input to the Customer Code Administrator on ways to improve and promote the Customer Code
- Work with the Customer Code Administrator to develop resources and activities to support signatories to meet their commitment.



## Customer Code Council members 2021:

1. Adam Bronks, Energy Marketplace
2. Anthony Cooper, Business Australia
3. Alan Gill, Choice Energy
4. Darrin Crompton, CS Energy
5. Doug Payne, Make it Cheaper
6. Emily Wood, Energy Users Association Australia
7. Etienne Quayle, Energy Consultancy WA
8. Lauren Cannell, AGL
9. Joseph Arena, Arena Energy Consulting
10. Yelda Niazmand, Energy Australia
11. Sharon Musker, WiseUp Energy
12. Anne Whitehouse, Administrator
13. Sabiene Heindl, The Energy Charter
14. John A Smith, Independent Chair

We are now calling for nominations for our next Customer Code Council. It is expected that these will be two year appointments and that some of the existing Customer Council members will choose to stand for another year. Each year we plan to ask for further nominations, with those who have already stood for two years stepping down to refresh to Customer Code Council with new ideas.

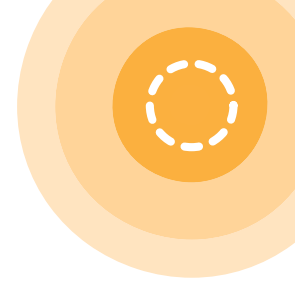
## 2021 Highlights

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"><li>• Gaining our first signatories</li><li>• Welcome pack developed</li><li>• Launch event for around 60 attendees with presentations by five signatories</li><li>• Readiness checklists and sample T&amp;Cs reviewed</li></ul>	<ul style="list-style-type: none"><li>• Lunch + Learn – What does transparency mean for our customers? Peta Stevenson, Competition Lawyer</li><li>• Customer Code News</li><li>• Presentation by Adam Bronks &amp; Joseph Arena at PASA Conference</li></ul>	<ul style="list-style-type: none"><li>• National Industry Roundtable</li><li>• Customer Code News.</li><li>• Lunch + Learn- Looking into impacts of 5 minute settlements</li><li>• Customer resource – What to look for when engaging a broker or consultant</li></ul>	<ul style="list-style-type: none"><li>• Lunch + Learn – Towards Net Zero, Andrew Richards, CEO of EUAA.</li><li>• Customer Code News.</li><li>• Customer resource – Information on 5 minute settlements (in development)</li></ul>

## Working with our stakeholders

The Customer Code was drafted by the Code Builder Group and engagement with stakeholders was paramount to ensure the Customer code met the needs of large energy customers and also had wide acceptance by energy brokers, consultants and retailers.





The Code Builders Group and the Energy Charter met regularly with stakeholders during the build process to outline the initiative, seek input into ways to improve the Customer Code and to better understand consumer concerns.

Initial feedback was sought from Australian Energy Regulator, Australian Consumer & Competition Commission and Business Customer Advocacy Groups.

Once the Customer Code was drafted it was circulated to the industry including energy retailers, brokers and consultants along with Energy & Water Ombudsman offices, Australian Energy Regulator, Australian Consumer & Competition Commission, Essential Services Commission and Business Customer Advocacy Groups.

Just before the launch of the Customer Code, zoom forums were held with industry and other stakeholders to take any final feedback.

This engagement helped to promote the Customer Code and has led to a solid take-up by signatories.

## Code Builders Group

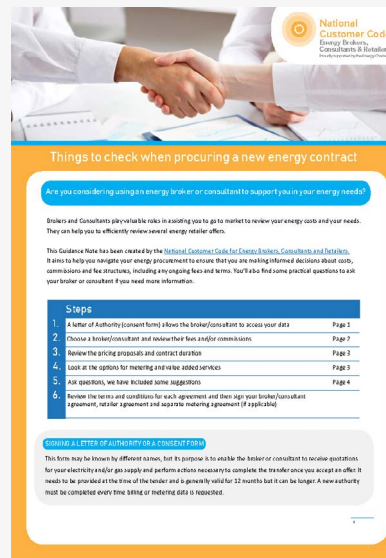
- |                                       |  |
|---------------------------------------|--|
| 1. Adam Bronks, Energy Marketplace    | 8. Sharon Musker, WiseUp Energy        |
| 2. Doug Payne, Make it Cheaper        | 9. Yelda Niazmand, EnergyAustralia     |
| 3. Lauren Cannell, AGL                | 10. Sabiene Heindl, The Energy Charter |
| 4. Vaughan Furniss, EnergyAustralia   | 11. Darrin Crompton, CS Energy         |
| 5. Anne Whitehouse, Sales Assured     | 12. Joshua Mutch, TNO Consulting       |
| 6. Alan Gill, Choice Energy           | 13. Samantha Dorrofield, Origin Energy |
| 7. Gabriella Blackmore, Origin Energy | 14. Dewang Bhargav, Facilitator        |

## Customer Issues

A handful of issues were raised with the Administrator this year. Here are two examples:

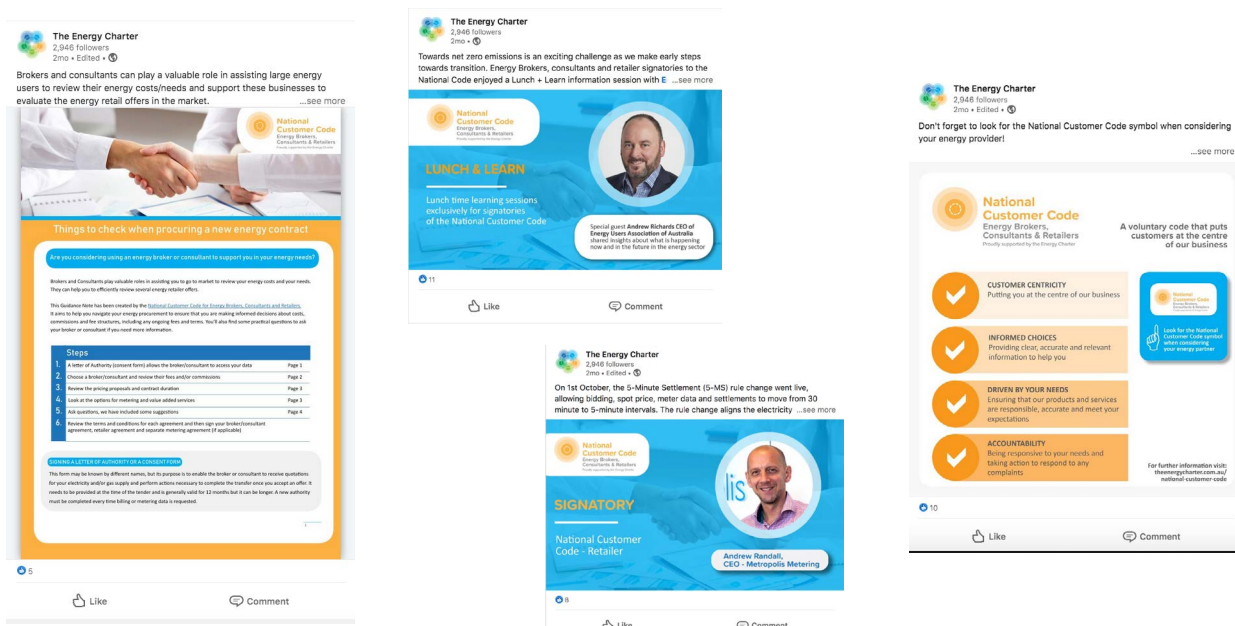
1. When Broker A contacted a business that they had just lost as a client, the principal said she had not agreed to that change. Broker A reported that Broker B had switched a company without explicit informed consent. However, on investigation, it was found that another authorised manager at their business had signed a Letter of Authority with Broker B.

- Consultant C raised a concern that the terms and conditions of Broker D did not clearly explain the commissions. Broker D was contacted and reviewed the clauses to make this clearer. To assist all signatories, we arranged a Lunch + Learn session where Peta Stevenson, Partner at King & Wood Mallesons outlined the importance of disclosures and obligations under Australian Consumer Law. We also developed a five page customer resource “Things to check when procuring a new energy contract”. This included a section on the different types of commissions and raised questions to ask a Broker or Consultant.

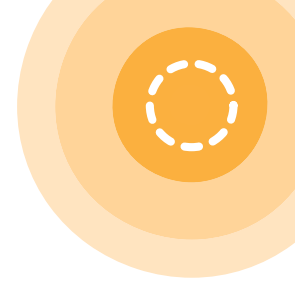


## Social media

Social media was a key channel to raise awareness of the Customer Code with stakeholders, including business customers. We were active in our social media this year with weekly posts. These are a few examples from 2021.







## Financials

### Income for calendar year 2021

Energy Retailers	\$35,200
Brokers	\$18,900
Consultants	\$4,500
Suppliers	\$4,000
<b>TOTAL</b>	<b>\$62,600</b>

### Outgoings for calendar year 2021

Customer Code Council Chair annual fee	\$2,500
Marketing Communications support	\$5,800
Administrator Fee 2020-21	\$20,000
Administrator Fee 2021-22	\$20,000
Allowance for Tax (est)	\$12,000
<b>TOTAL</b>	<b>\$60,300</b>

### Profit/Loss for calendar year 2021

Income	\$62,600
Expenditure	-\$60,300
<b>PROFIT</b>	<b>\$2,050</b>