

Choosing the right retail pricing plan

Our network tariffs are charged to energy retailers, not customers

Endeavour Energy charges network tariffs to energy retailers, who then bundle all the costs from the energy supply chain into the retail pricing plans they offer to customers. This means that the price you pay for electricity is determined by the retail plan you choose from your energy retailer. This is like the NBN, which charges internet providers, who then sell competitive retail broadband packages to customers on the market. The following information may be useful to help you consider what retail pricing plan is the right one for you.



Start by checking when and how much energy you use

Compared to a single, flat rate for electricity at all times, time-of-use pricing includes lower prices than a flat rate in the middle of the day, overnight and weekends (off-peak rates), and it includes higher prices than a flat rate in the peak evening demand period (peak rate).

So, knowing when and how much electricity you use really helps you pick the right retail pricing plan for your household.

Peak electricity rates are typically charged in the late afternoon/evening on weekdays. Off-peak rates are charged at all other times, and the cheapest available off-peak rates are in the middle of the day.

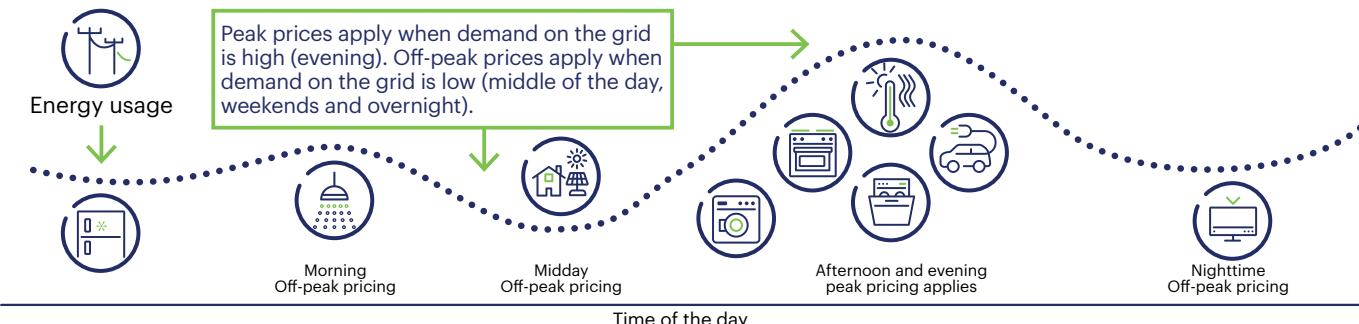
Time-of-use pricing can lead to savings for many households

If you can avoid using appliances in the peak period (afternoon and evening period on weekdays), especially big, energy intensive appliances like air conditioning, pool pumps or dryers, that will help you select a retail plan that best fits your lifestyle.

If time of use pricing doesn't suit your lifestyle, you can still find retail plans with single, flat rates. Retailers offer a variety of plans to meet customers' needs.

Check your latest electricity bills for information about your electricity consumption.

Can you change the time of day you use appliances like these to take advantage of cheaper, off-peak pricing in the middle of the day, weekends or nighttime?



To access retail time-of-use price plans, you have to have a smart meter. You can contact your retailer to upgrade your meter to a smart meter to take advantage of time of-use pricing plans. Smart meters can service either a time-of-use pricing plan or a single, flat rate pricing plan. You can choose the best retail pricing plan on the market that suits your lifestyle. Call your retailer to ask about available pricing plans and smart meters.

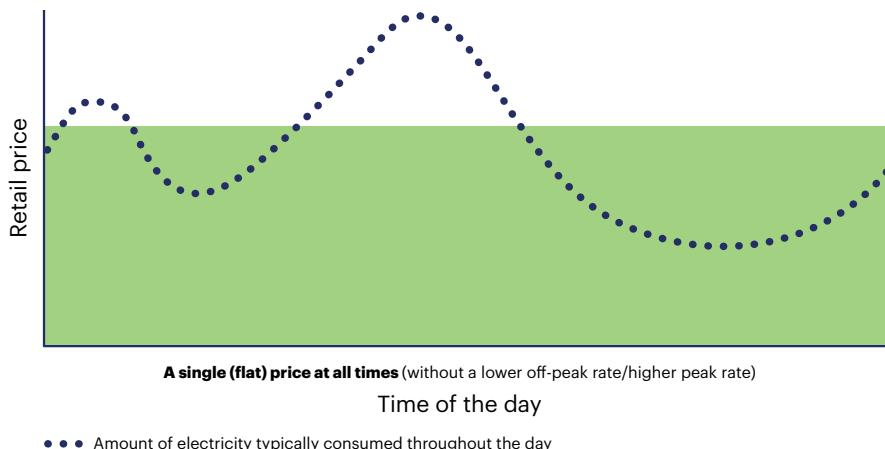
[See our fact sheet on smart meter upgrades for more information](#)

[View fact sheet](#)

Examples of common retail pricing plans

There are several types of retail pricing plans commonly available in the market. Here's a quick overview of four retail pricing options commonly available and the types of customers they may benefit.

Flat Rate Pricing



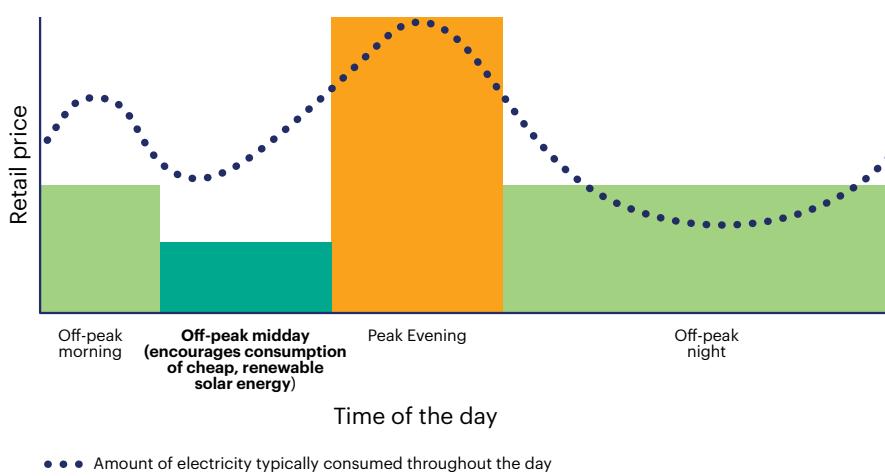
How it works

Charges a consistent rate for electricity usage, regardless of the time of day.

Customer types this could benefit

May benefit households that consistently use most of their energy on weekday afternoons and evenings, and cannot shift their usage to off-peak times, and cannot shift their usage to off-peak times.

Time-of-Use Pricing



How it works

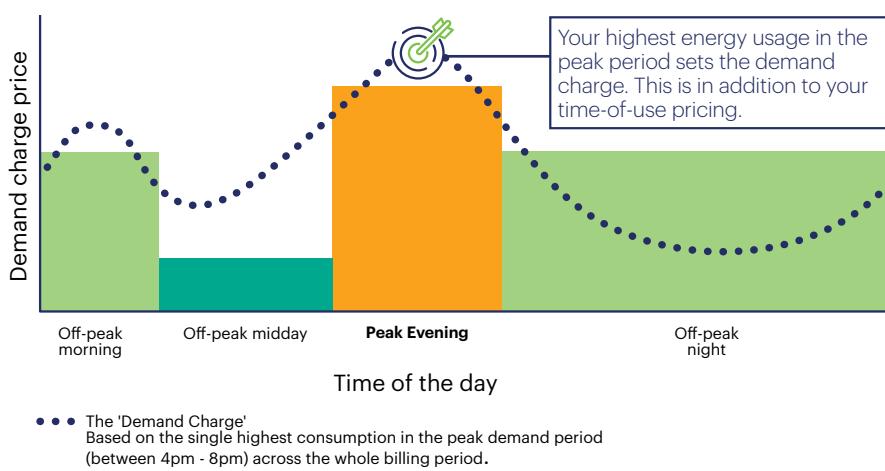
Rates vary depending on the time of day. Off-peak periods have lower prices than a flat rate, while peak periods have higher prices than a flat rate. The cheapest rates are in the middle of the day when there is a lot of solar energy in the grid.

Customer types this could benefit

This plan may be best for households and businesses that can shift their energy use to off-peak times, such as running air conditioning or charging an electric vehicle in the middle of the day or later at night.

If you run a business that closes in the afternoon, this plan may suit you better.

Demand Pricing



How it works

Demand pricing is a different time-of-use retail plan. Under Demand pricing, retail peak and off-peak prices are lower. However, a 'demand charge' is applied across the whole billing period based on the customer's single highest consumption (or demand) in the peak period (weekday afternoons and evenings) on any day during that billing period.

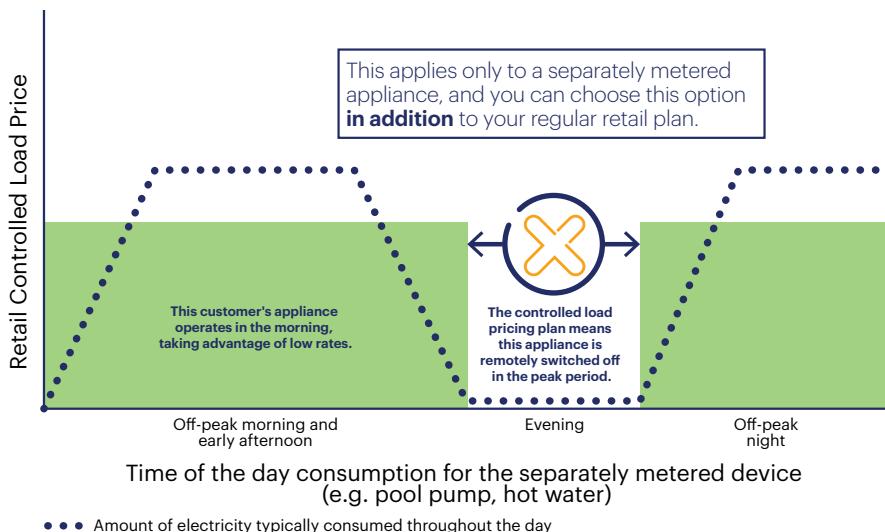
Customer types this could benefit

This plan may benefit customers who can vigilantly monitor and manage their peak consumption all the time (always avoiding using multiple, large appliances at the same time).

This results in a low demand charge, allowing them to benefit from the lower time-of-use prices in this plan. However any single spike in consumption can result in a high demand charge applied across the period, causing bill shock.

Choosing the right **retail pricing plan**

Controlled Load Pricing



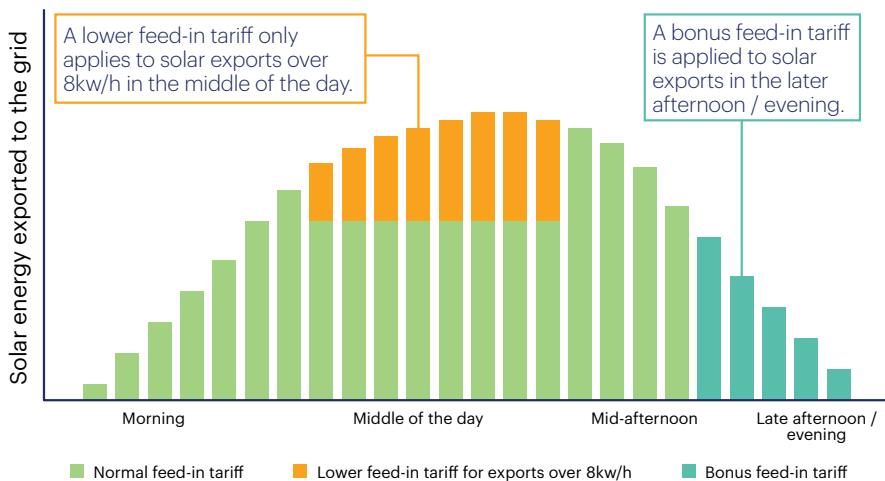
How it works

Offers a lower rate for specific appliances that are metered separately and only run during off-peak times, like electric hot water systems or pool pumps.

Customer types this could benefit

May benefit customers who can agree to their nominated appliance being separately metered and switched off during peak periods to achieve a lower price. (For example, you could use hot water in the peak period, but your system would not heat up your water supply at this time. Pool pumps would be remotely switched off in the peak period.)

Two-way Pricing (for solar customers)



How it works

Two-way pricing is like time-of-use pricing for solar exports feed-in tariffs.

It applies a lower feed-in tariff for large solar exports (more than 8kWh of energy) in the middle of the day to encourage solar customers to consume some of the energy they generate, rather than export large amounts of solar to the grid when demand for energy is low.

It also rewards customers with a high, bonus feed-in tariff for solar exports to the grid in the afternoon/evening when demand for energy peaks (e.g. from a battery or western-facing solar cells).

Customer types this could benefit

This may benefit customers who can export solar energy to the grid during peak demand periods (late afternoon/evening) from western-facing solar panels or batteries.

Solar customers who consume some or all their solar energy can avoid two-way charges altogether.

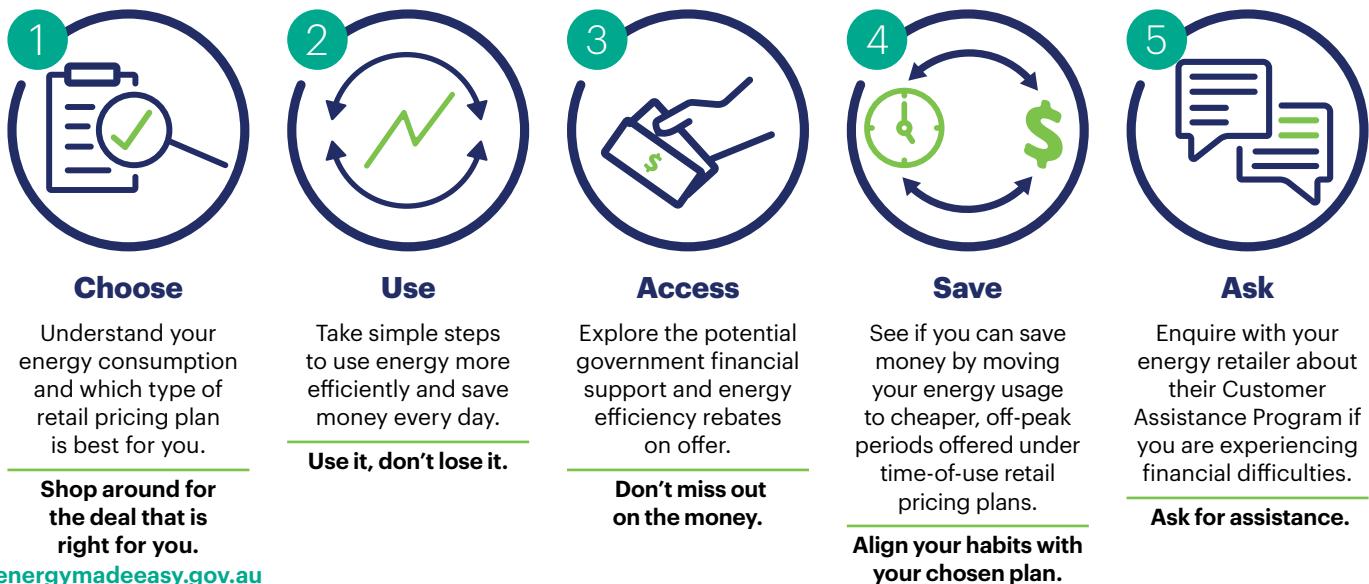
Approximately 90% of customers, including customers who consume their solar energy during the day and customers with systems smaller than 8kW, would not be impacted if two-way pricing is included in their retail plan.

Finding the best retail plan is just one action you can take to manage your costs

Choosing the best retail plan to suit your household or business can make a big difference to your bill.

But this is just one simple action that you can take to manage your electricity costs. See below a summary of the five easy actions to lower your electricity costs.

Our **Managing your Electricity Costs** fact sheet provides detailed advice about how to take these simple actions and the savings they can bring you.



Smart meters and their impact on retail pricing plans

A smart meter is a device with a digital two-way communication system that measures when and how much electricity you use. It records your energy use at regular intervals (usually every 30 minutes) and transmits the information to your retailer daily.

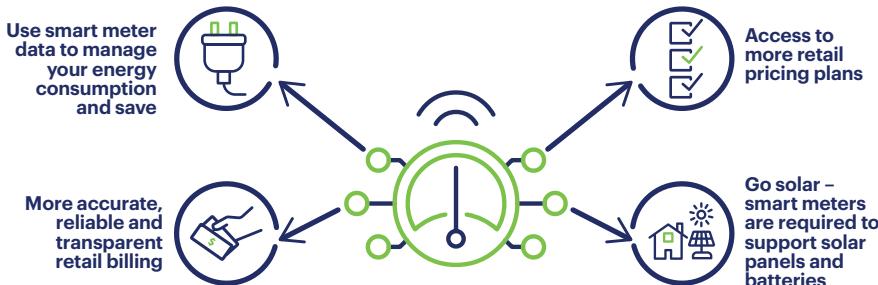
This means your retailer can read the meter remotely in contrast with a traditional or basic meter, which only records your total electricity use and requires someone to regularly visit your property to read the meter.

Contact your retailer to find out if you have a smart meter or to enquire about upgrading to a smart meter.

Having or upgrading to a smart meter does not mean you must receive a time-of-use retail pricing plan. Smart meters provide detailed information on your energy usage, that can help you choose the best plan, but you can still find and choose a single flat rate retail plan if that better suits your lifestyle.

See our fact sheet on the [National Smart Metering Reforms](#), and what the upgrade to smart meters means for you.

Benefits of a smart meter for customers



You can take control of your energy costs

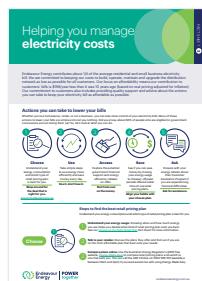
Take control of your energy costs by choosing the right retail plan for your needs. Visit **Energy Made Easy** to compare retail plans and find one that suits you.

By understanding your usage and the different pricing options available, you can make informed decisions that help you save on your energy bills.

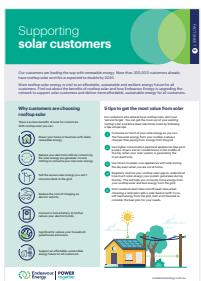
Remember, the best retail pricing plan for you now may not suit you in the long run if you change your energy usage, or if your retailer changes the pricing in your plan.

Ask your retailer and check www.energymadeeasy.com.au every year to see if you're getting the best available plan to suit your needs.

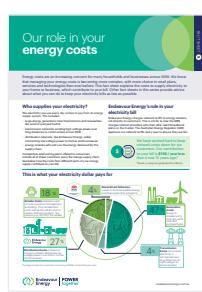
We want to help you understand your bill, make affordable energy choices and access the right support to reduce your energy costs.



Helping you manage electricity costs



Supporting solar customers



Our role in your energy costs



Why our network tariffs are changing

For more information

Endeavour Energy

www.endeavourenergy.com.au

131 718

NSW Government

www.energy.nsw.gov.au/households

www.energy.nsw.gov.au/business-and-industry

13 77 88

NSW Energy & Water Ombudsman

www.ewon.com.au/page/customer-resources

1800 246 545

Australian Government

www.energy.gov.au/households

www.energy.gov.au/business

For questions about your retail plan, contact your energy retailer directly.

energymadeeasy.gov.au

With Energy Made Easy you can compare the different energy companies and choose the best plan for you. It's a free, independent government service.

Enter your postcode, situation and energy usage to find the best rate and plan for your household.

