

SEQ retail electricity market in 2022–23

QCA market monitoring results for assisted customers

What is an assisted customer?

Assisted customers are customers who receive assistance with their electricity bills in the form of retailer hardship programs, the Queensland Government's electricity rebate and/or the Home Energy Emergency Assistance Scheme (HEEAS). We report on assisted customers who were on the 3 common residential tariffs/tariff combinations in SEQ.

There are 7 categories of assistance

The table on the right shows that in the December quarter of 2022, around 9%, or 31,358 of the 346,348 SEQ customers receiving assistance with their electricity bills were on a standing offer.

The vast majority of these customers were not hardship customers—that is, they received the electricity rebate only.

The number of customers receiving assistance with their electricity bills who were on a standing offer decreased by nearly 12% between the December quarters of 2021 and 2022.

SEQ customers receiving assistance with electricity bills by contract type and assistance category, December quarter 2022

Category of assistance	Number of customers on standing offers	Number of customers on market offers	Percent of customers on market offers
1. Hardship program only	66	5,044	98.7%
2. Electricity rebate only	31,189	302,365	90.6%
3. HEEAS support only	12	151	92.6%
4. Hardship program and receiving the electricity rebate	52	6,712	99.2%
5. Hardship program and receiving HEEAS support	12	85	87.6%
6. Electricity rebate and HEEAS support	16	422	96.3%
7. Hardship program, and receiving the electricity rebate and HEEAS support	11	211	95.0%
Total	31,358	314,990	90.9%

Advice for assisted customers

Assisted customers may find it difficult to navigate the market and compare plans. But it pays to be active and engaged. However, assisted customers:



- could potentially pay lower prices than they currently do if they actively engage with their retailer and/or the market to get the best deal available for their circumstances
- should consider if they are benefiting from conditional discounts attached to a plan
- should ask their retailer to assess the most economical tariff option for their individual circumstances
- could consider changing the frequency of payments (to pay smaller amounts more often).

Energy Made Easy



Prices have increased recently. If customers have not searched for a better deal lately, they are probably paying more than they need to. We encourage customers to regularly check [Energy Made Easy](#) to see whether they can find a better deal among all the available plans. The Australian Government's Energy Made Easy website is a free, simple way to find a better plan—customers only need their latest bill.

Prices that assisted customers on standing offers paid

For the residential tariffs/tariff combinations and assistance categories that we report on, the prices paid by assisted customers on standing offers compared to the prices of standing offers available in the December quarter of 2022 were:

- higher for customers on a flat rate or a flat rate with controlled load economy tariff
- lower for customers on a flat rate with controlled load super economy tariff.

Trends in prices paid by assisted customers

Over the period 2017–18 to 2021–22, standing and market offer prices paid by assisted customers (in nominal dollars) decreased across most tariffs/tariff combinations and assistance categories. In 2022–23, standing and market offer prices for assisted customers increased across all tariffs/tariff combinations and assistance categories.

Average annual bills by tariff/tariff combination and assistance category, December quarter 2022

Tariff/tariff combination, by customer assistance category	Standing offer (\$)	Market offer (\$)
Hardship only		
Flat rate	1,504	1,358
Flat rate with controlled load super economy	1,741 ^a	1,669
Flat rate with controlled load economy	1,811	1,685
Electricity rebate only		
Flat rate	1,499	1,406
Flat rate with controlled load super economy	1,750	1,664
Flat rate with controlled load economy	1,766	1,674
HEEAS only		
Flat rate	1,527 ^a	1,523
Flat rate with controlled load super economy	n/a	1,616
Flat rate with controlled load economy	n/a	1,967
Hardship and rebate		
Flat rate	1,494	1,317
Flat rate with controlled load super economy	1,742 ^a	1,596
Flat rate with controlled load economy	1,786	1,597
Hardship and HEEAS support		
Flat rate	1,527 ^a	1,517
Flat rate with controlled load super economy	n/a	1,784 ^a
Flat rate with controlled load economy	n/a	1,776
Electricity rebate and HEEAS support		
Flat rate	1,559 ^a	1,417
Flat rate with controlled load super economy	n/a	1,643
Flat rate with controlled load economy	1,947 ^a	1,706
Hardship, electricity rebate and HEEAS support		
Flat rate	1,532 ^a	1,385
Flat rate with controlled load super economy	n/a	1,657
Flat rate with controlled load economy	n/a	1,711

^a Average annual bill calculation based on a small sample size (< 20).

Note: n/a means that no retailer reported having any assisted customers in this category.

Assisted customers' bills could have been lower

Some assisted customers on market offers were still paying higher prices than the price on market offers that their retailer had available in the December quarter of 2022.

More information



Our SEQ retail electricity market monitoring report for 2022–23 is available on our [market monitoring](#) web page.

Average bills paid by assisted customers vs bills based on available market offers by retailer—residential flat rate offers only, December 2022

