

Contact Officer: Georgiana Copeland  
Contact Phone: [REDACTED]

7 September 2023

Ms Megan Gallagher  
Head of Legal and Compliance, Retail  
[REDACTED]

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**By email to:** [REDACTED]

Dear Ms Gallagher

### Application under section 33 and 34 the Better Bills Guideline

I refer to Origin Energy's (**Origin**) application of 14 August 2023 under sections 33 and 34 of the Better Bills Guideline (**Guideline**) for approval to include an additional message among Tier 1 information. In particular, Origin has requested to include the email address [hello@origin.com.au](mailto:hello@origin.com.au) among Tier 1 information on its small customer bills.

The AER has considered Origin's application and has decided under section 35 of the Guideline to refuse to approve the request.

### Need help?

Faults	Ausnet Services 13 17 99
Emergencies	Ausnet Services 13 17 99
Energy Ombudsman	1800 500 509

 [originenergy.com.au](https://www.originenergy.com.au)  1300 832 854

 [hello@origin.com.au](mailto:hello@origin.com.au)

The AER acknowledges this additional message is potentially useful for customers, however Tier 1 of the Guideline is intended to contain key, essential information only. Origin's customers are already provided with Origin's website and a direct phone number as means to get in touch, including for account enquiries and complaints, such that the inclusion of an email address is not necessary to meet the billing objective outlined in Rule 25A(3) of the National Energy Retail Rules.

However, the AER notes the following which may of assistance to Origin. The AER considers that a retailer's website, which is part of the 'retailer identifying information' as defined in the Guideline,<sup>1</sup> does not have to be the retailer's homepage provided it is:

- a single website
- easily identifiable as a website of the retailer, for example, [www.retailer.com.au/help](http://www.retailer.com.au/help) and
- helpful to consumers.

It would be open to Origin to include a link to a 'help' webpage within Tier 1 as part of the retailer identifying information to assist customers who prefer to contact Origin through a digital medium (including those that are culturally and linguistically diverse). This webpage can be used as a touchpoint to direct customers to other digital communication channels (including email addresses, contact forms and chatbots).

Should you wish to discuss any of the above, please contact Georgiana Copeland on

[REDACTED]

Yours sincerely

[REDACTED]

Justin Oliver  
Member  
Australian Energy Regulator

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<sup>1</sup> Better Bills Guideline (version 2), section 8.