

Annual retail markets report 2023–24

Retailer report cards

November 2024



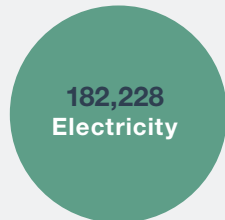
Australian Government

Customer numbers

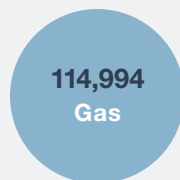
as at 30 June 2024



RESIDENTIAL



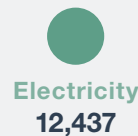
2.6%
market share



4.9%
market share



SMALL BUSINESS



1.9%
market share



2.9%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



3.6%
of customers in debt
National average 2.9%



\$695
average energy debt
National average \$1,148



SMALL BUSINESS



3.1%
of customers in debt
National average 3.4%



\$1,081
average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity
674

0.4% of customers
National average 1.8%



Gas
312

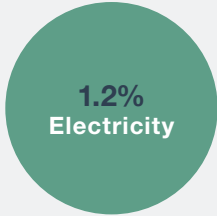
0.3% of customers
National average 1.0%



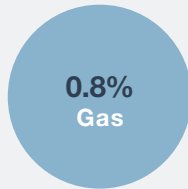
Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS

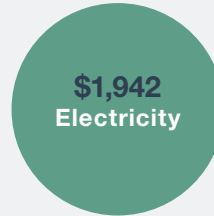


National average
1.9%

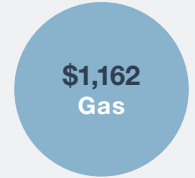


National average
1.3%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

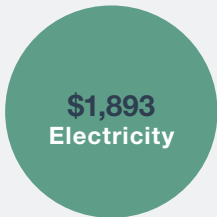


National average
\$1,476

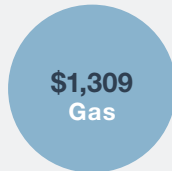


National average
\$736

AVERAGE DEBT OF HARDSHIP CUSTOMERS

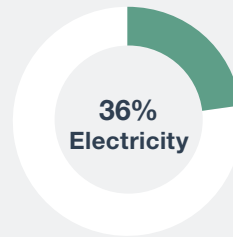


National average
\$1,687

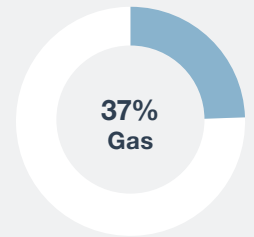


National average
\$812

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%



National average
20%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

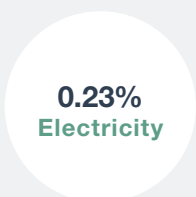
26.6% Electricity
National average 41.9%

10.4% Gas
National average 34.3%

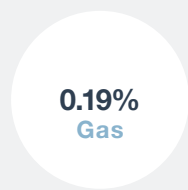
Annual disconnections



RESIDENTIAL



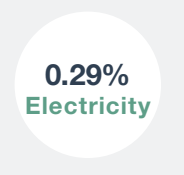
National average
0.23%



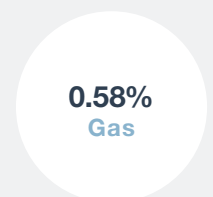
National average
0.17%



SMALL BUSINESS



National average
0.17%



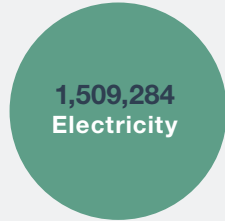
National average
0.27%

Customer numbers

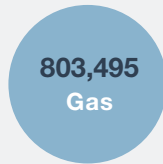
as at 30 June 2024



RESIDENTIAL



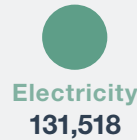
21.9%
market share



34.5%
market share



SMALL BUSINESS



19.7%
market share



20.5%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



3.5%

of customers in debt
National average 2.9%



\$962

average energy debt
National average \$1,148



SMALL BUSINESS



4.5%

of customers in debt
National average 3.4%



\$1,471

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity

28,977

1.9% of customers

National average 1.8%



Gas

7,872

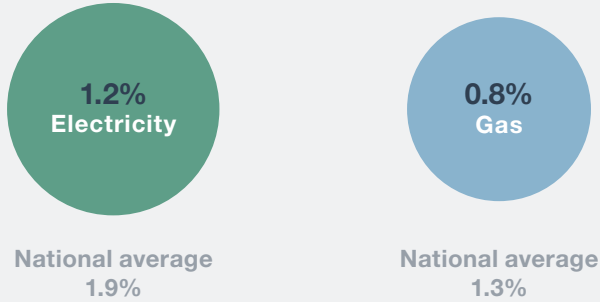
1.0% of customers

National average 1.0%

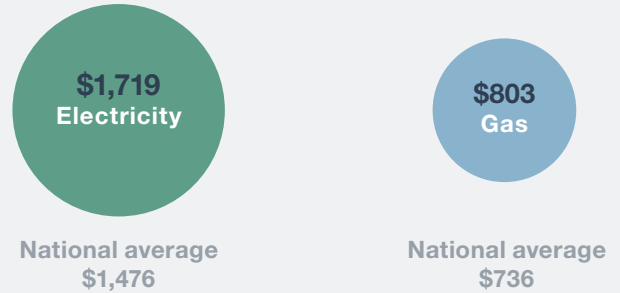
Residential hardship

as at 30 June 2024

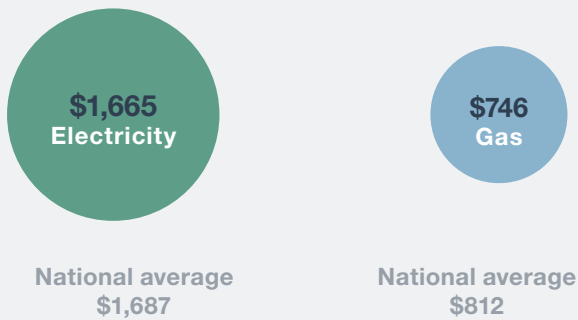
CUSTOMERS ON HARDSHIP PROGRAMS



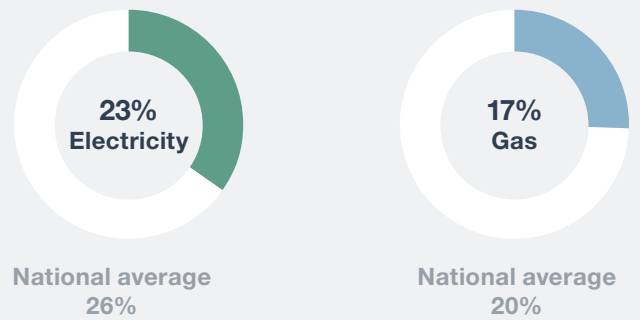
AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



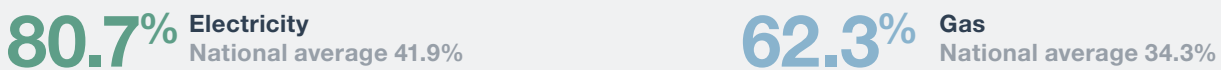
AVERAGE DEBT OF HARDSHIP CUSTOMERS



ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS

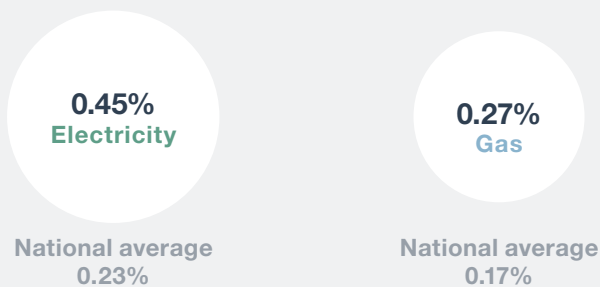


HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

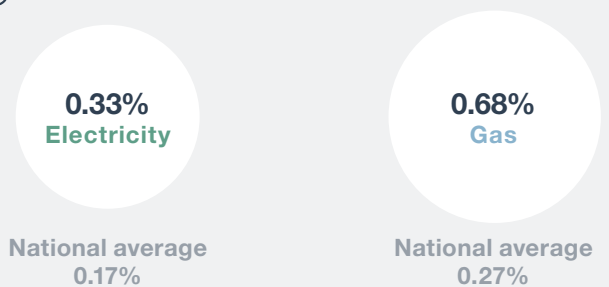


Annual disconnections

RESIDENTIAL



SMALL BUSINESS



Alinta Energy

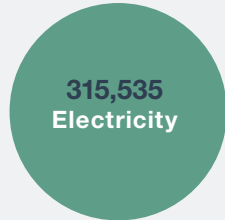
QLD, NSW & SA

Customer numbers

as at 30 June 2024



RESIDENTIAL



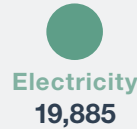
4.6%
market share



3.4%
market share



SMALL BUSINESS



3.0%
market share



1.8%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



1.3%

of customers in debt
National average 2.9%



\$1,632

average energy debt
National average \$1,148



SMALL BUSINESS



1.2%

of customers in debt
National average 3.4%



\$3,686

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity
3,926

1.2% of customers
National average 1.8%



Gas
666

0.8% of customers
National average 1.0%

Alinta Energy

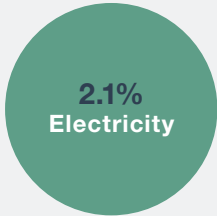
QLD, NSW & SA



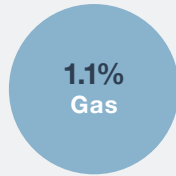
Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS



National average
1.9%



National average
1.3%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

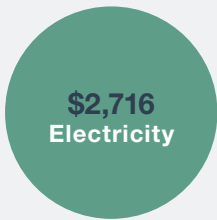


National average
\$1,476



National average
\$736

AVERAGE DEBT OF HARDSHIP CUSTOMERS

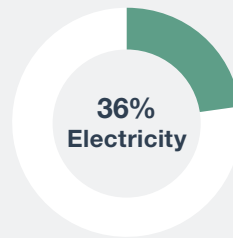


National average
\$1,687

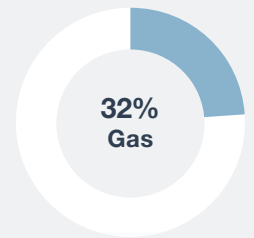


National average
\$812

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%



National average
20%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

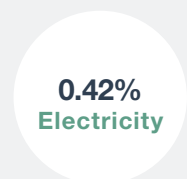
48.9% Electricity
National average 41.9%

35.3% Gas
National average 34.3%

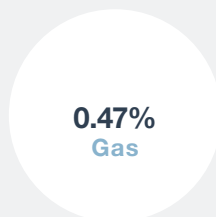
Annual disconnections



RESIDENTIAL



National average
0.23%



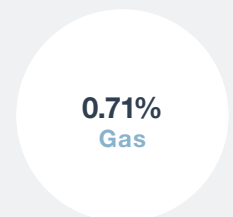
National average
0.17%



SMALL BUSINESS



National average
0.17%



National average
0.27%

Aurora Energy

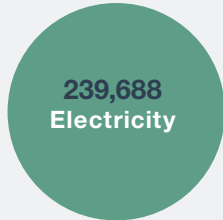
TAS

Customer numbers

as at 30 June 2024



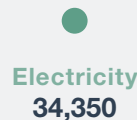
RESIDENTIAL



3.5%
market share



SMALL BUSINESS



5.2%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



5.2%

of customers in debt
National average 2.9%



\$754

average energy debt
National average \$1,148



SMALL BUSINESS



1.4%

of customers in debt
National average 3.4%



\$2,309

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity

4,555

1.9% of customers

National average 1.8%

Aurora Energy

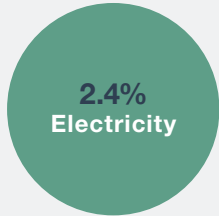
TAS



Residential hardship

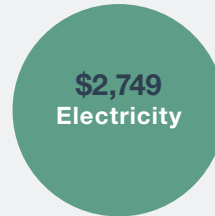
as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS



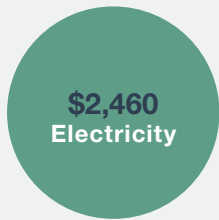
National average
1.9%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



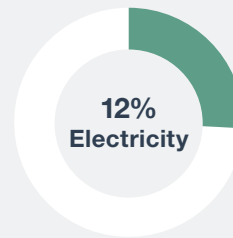
National average
\$1,476

AVERAGE DEBT OF HARDSHIP CUSTOMERS



National average
\$1,687

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

1.5% Electricity
National average 41.9%

Annual disconnections



RESIDENTIAL



0.11%
Electricity

National average
0.23%



SMALL BUSINESS



0.08%
Electricity

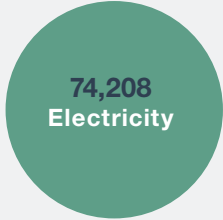
National average
0.17%

Customer numbers

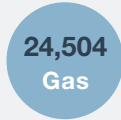
as at 30 June 2024



RESIDENTIAL



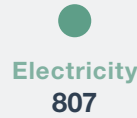
1.1%
market share



1.1%
market share



SMALL BUSINESS



0.1%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



14.2%

of customers in debt
National average 2.9%



\$948

average energy debt
National average \$1,148



SMALL BUSINESS



9.5%

of customers in debt
National average 3.4%



\$1,781

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity
2607

3.5% of customers
National average 1.8%



Gas
495

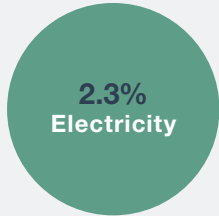
2.0% of customers
National average 1.0%



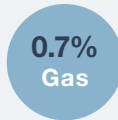
Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS

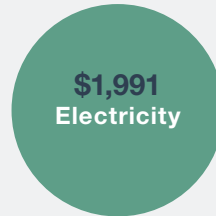


National average
1.9%



National average
1.3%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

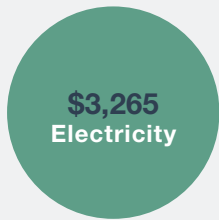


National average
\$1,476



National average
\$736

AVERAGE DEBT OF HARDSHIP CUSTOMERS

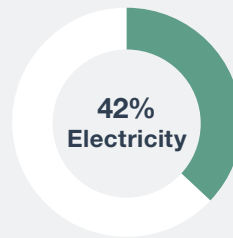


National average
\$1,687

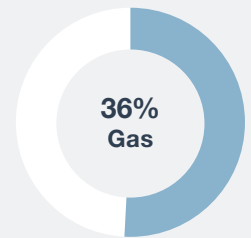


National average
\$812

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%



National average
20%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

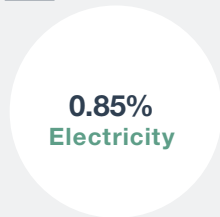
77.1% Electricity
National average 41.9%

75.7% Gas
National average 34.3%

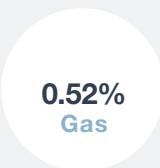
Annual disconnections



RESIDENTIAL



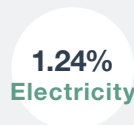
National average
0.23%



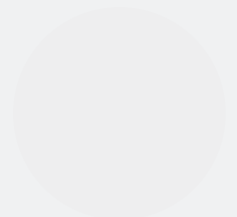
National average
0.17%



SMALL BUSINESS



National average
0.17%



Energy Locals

QLD, NSW, ACT, SA & TAS

Customer numbers

as at 30 June 2024



RESIDENTIAL



0.9%
market share



SMALL BUSINESS



1.2%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



1.4%

of customers in debt
National average 2.9%



\$911

average energy debt
National average \$1,148



SMALL BUSINESS



1.3%

of customers in debt
National average 3.4%



\$980

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity
590

1.0% of customers
National average 1.8%

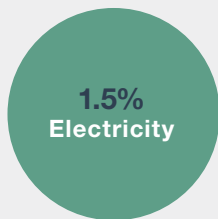
Energy Locals

QLD, NSW, ACT, SA & TAS

Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS



National average
1.9%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



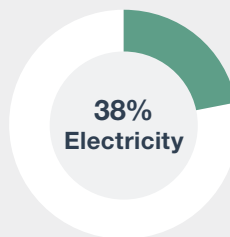
National average
\$1,476

AVERAGE DEBT OF HARDSHIP CUSTOMERS



National average
\$1,687

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

5.5%

Electricity
National average 41.9%

Annual disconnections



RESIDENTIAL



SMALL BUSINESS

0.25%
Electricity

National average
0.23%

0.24%
Electricity

National average
0.17%

EnergyAustralia

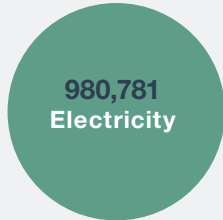
QLD, NSW, ACT & SA

Customer numbers

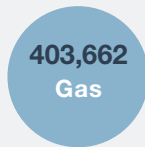
as at 30 June 2024



RESIDENTIAL



14.2%
market share



17.3%
market share



SMALL BUSINESS



13.8%
market share



12.1%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



1.2%

of customers in debt
National average 2.9%



\$1,679

average energy debt
National average \$1,148



SMALL BUSINESS



1.6%

of customers in debt
National average 3.4%



\$2,622

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity

10,206

1.0% of customers

National average 1.8%



Gas

4,593

1.1% of customers

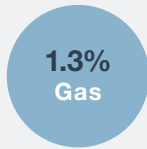
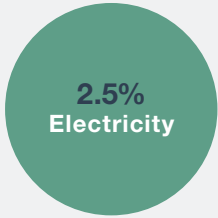
National average 1.0%



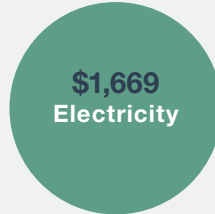
Residential hardship

as at 30 June 2024

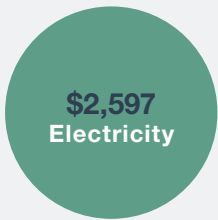
CUSTOMERS ON HARDSHIP PROGRAMS



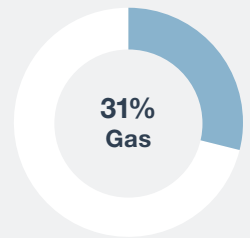
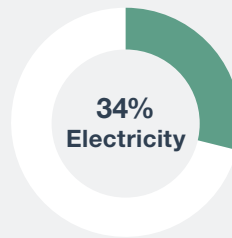
AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



AVERAGE DEBT OF HARDSHIP CUSTOMERS



ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



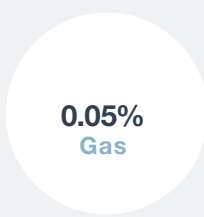
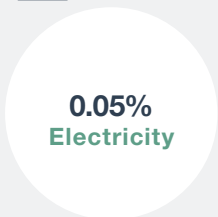
HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS



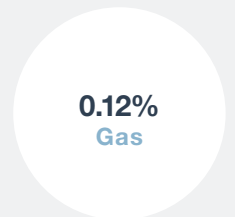
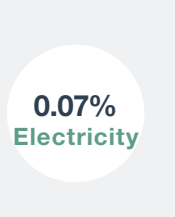
Annual disconnections



RESIDENTIAL



SMALL BUSINESS



Ergon Energy

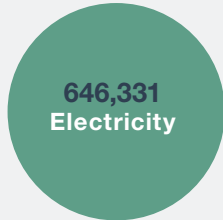
QLD

Customer numbers

as at 30 June 2024



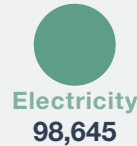
RESIDENTIAL



9.4%
market share



SMALL BUSINESS



14.8%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



2.0%

of customers in debt
National average 2.9%



\$392

average energy debt
National average \$1,148



SMALL BUSINESS



0.2%

of customers in debt
National average 3.4%



\$730

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity

29,578

4.6% of customers

National average 1.8%

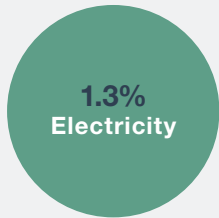
Ergon Energy

QLD

Residential hardship

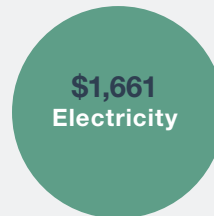
as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS



National average
1.9%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



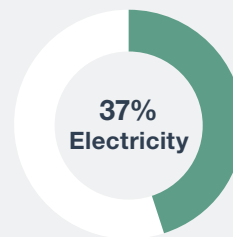
National average
\$1,476

AVERAGE DEBT OF HARDSHIP CUSTOMERS



National average
\$1,687

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



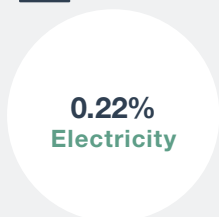
National average
26%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

37.9% Electricity
National average 41.9%

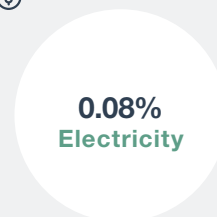
Annual disconnections

RESIDENTIAL



National average
0.23%

SMALL BUSINESS



National average
0.17%

Origin Energy

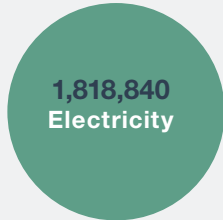
QLD, NSW, ACT & SA

Customer numbers

as at 30 June 2024



RESIDENTIAL



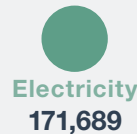
26.4%
market share



25.8%
market share



SMALL BUSINESS



25.8%
market share



55.9%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



3.0%

of customers in debt
National average 2.9%



\$1,559

average energy debt
National average \$1,148



SMALL BUSINESS



5.9%

of customers in debt
National average 3.4%



\$2,604

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity

25,885

1.4% of customers

National average 1.8%



Gas

5,942

1.0% of customers

National average 1.0%

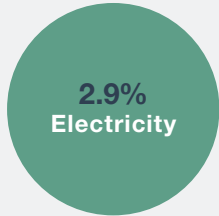
Origin Energy

QLD, NSW, ACT & SA

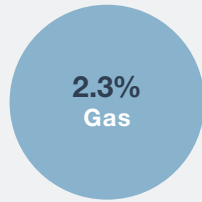
Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS

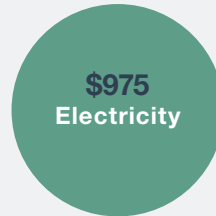


National average
1.9%

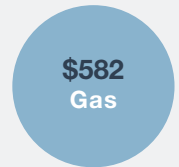


National average
1.3%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

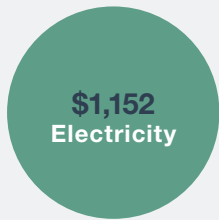


National average
\$1,476



National average
\$736

AVERAGE DEBT OF HARDSHIP CUSTOMERS

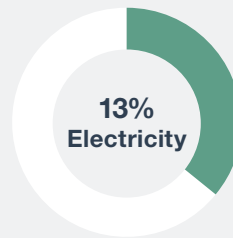


National average
\$1,687

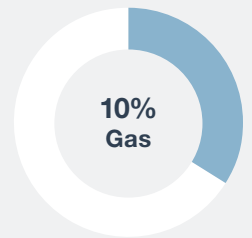


National average
\$812

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%



National average
20%

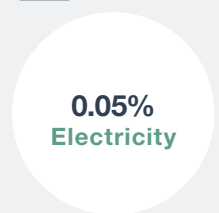
HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

19.8% Electricity
National average 41.9%

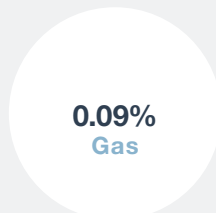
12.3% Gas
National average 34.3%

Annual disconnections

RESIDENTIAL

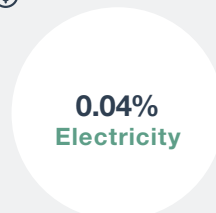


National average
0.23%

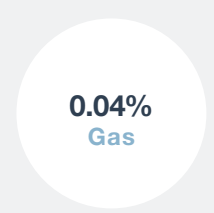


National average
0.17%

SMALL BUSINESS



National average
0.17%



National average
0.27%

Powershop

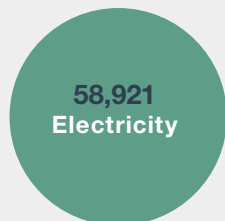
QLD, NSW & SA

Customer numbers

as at 30 June 2024



RESIDENTIAL



0.9%
market share



0.5%
market share



SMALL BUSINESS



0.7%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



1.7%

of customers in debt
National average 2.9%



\$2,845

average energy debt
National average \$1,148



SMALL BUSINESS



1.6%

of customers in debt
National average 3.4%



\$10,962

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity
497

0.8% of customers
National average 1.8%



Gas
28

0.2% of customers
National average 1.0%

Powershop

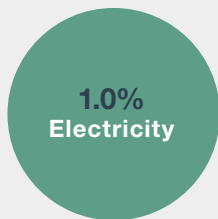
QLD, NSW & SA



Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS

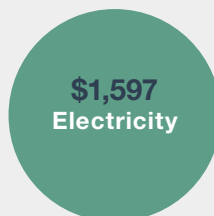


National average
1.9%



National average
1.3%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

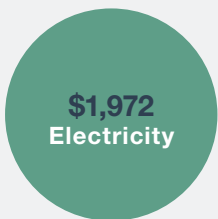


National average
\$1,476

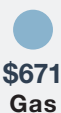


National average
\$736

AVERAGE DEBT OF HARDSHIP CUSTOMERS

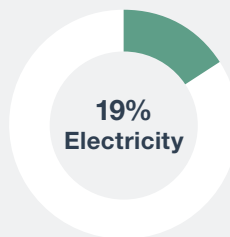


National average
\$1,687

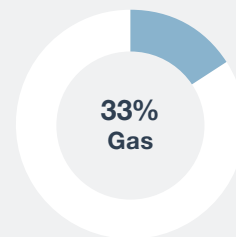


National average
\$812

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%



National average
20%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

50.6% Electricity
National average 41.9%

48.3% Gas
National average 34.3%

Annual disconnections



RESIDENTIAL



0.00%
Electricity

National average
0.23%



SMALL BUSINESS



0.00%
Electricity

National average
0.17%

Red Energy

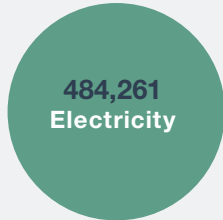
QLD, NSW, ACT & SA

Customer numbers

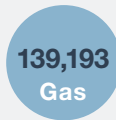
as at 30 June 2024



RESIDENTIAL



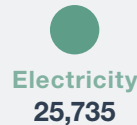
7.0%
market share



6.0%
market share



SMALL BUSINESS



3.9%
market share



1.3%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



2.0%

of customers in debt
National average 2.9%



\$1,027

average energy debt
National average \$1,148



SMALL BUSINESS



1.6%

of customers in debt
National average 3.4%



\$1,689

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity

10,674

2.2% of customers
National average 1.8%



Gas

1,847

1.3% of customers
National average 1.0%

Red Energy

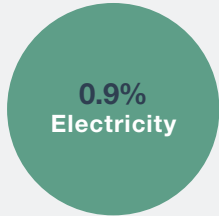
QLD, NSW, ACT & SA



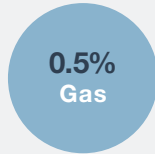
Residential hardship

as at 30 June 2024

CUSTOMERS ON HARDSHIP PROGRAMS

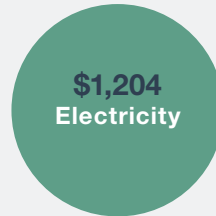


National average
1.9%



National average
1.3%

AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



National average
\$1,476

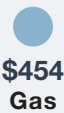


National average
\$736

AVERAGE DEBT OF HARDSHIP CUSTOMERS

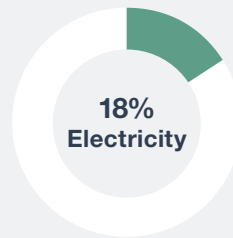


National average
\$1,687

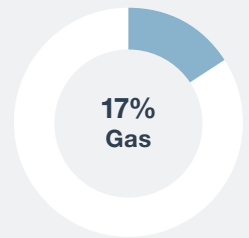


National average
\$812

ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average
26%



National average
20%

HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

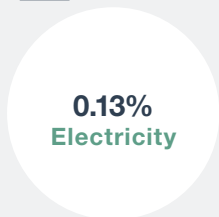
37.2% Electricity
National average 41.9%

25.3% Gas
National average 34.3%

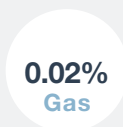
Annual disconnections



RESIDENTIAL



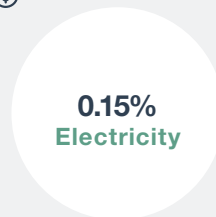
National average
0.23%



National average
0.17%



SMALL BUSINESS



National average
0.17%

Simply Energy (now known as ENGIE)

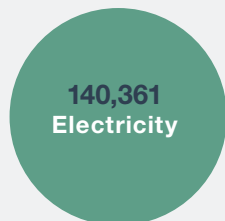
QLD, NSW, ACT & SA

Customer numbers

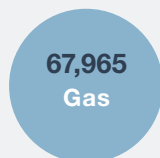
as at 30 June 2024



RESIDENTIAL



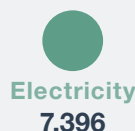
2.0%
market share



2.9%
market share



SMALL BUSINESS



1.1%
market share



1.3%
market share

Customer debt (excludes hardship customers)

as at 30 June 2024



RESIDENTIAL



5.8%

of customers in debt
National average 2.9%



\$1,863

average energy debt
National average \$1,148



SMALL BUSINESS



11.3%

of customers in debt
National average 3.4%



\$5,160

average energy debt
National average \$2,363



Residential payment plans

as at 30 June 2024



Electricity
2885

2.1% of customers
National average 1.8%



Gas
877

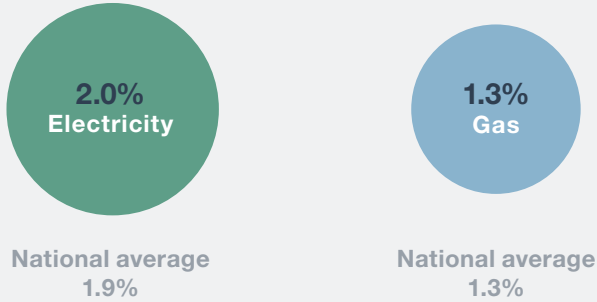
1.3% of customers
National average 1.0%

Simply Energy (now known as ENGIE)

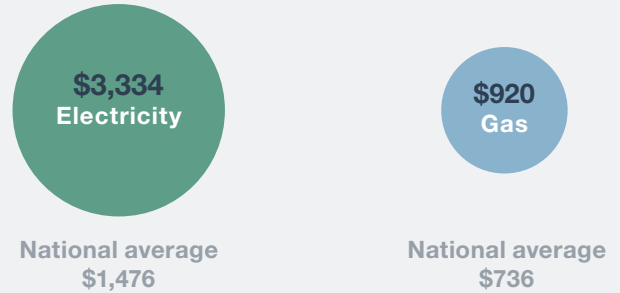
QLD, NSW, ACT & SA

Residential hardship as at 30 June 2024

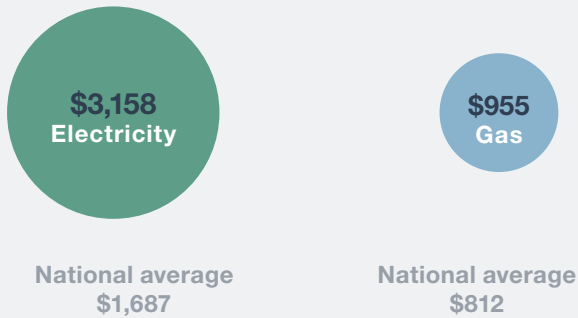
CUSTOMERS ON HARDSHIP PROGRAMS



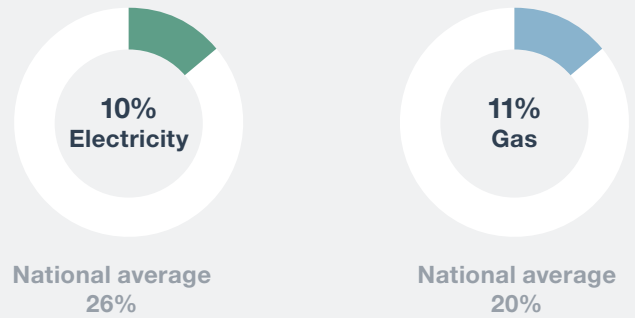
AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



AVERAGE DEBT OF HARDSHIP CUSTOMERS



ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



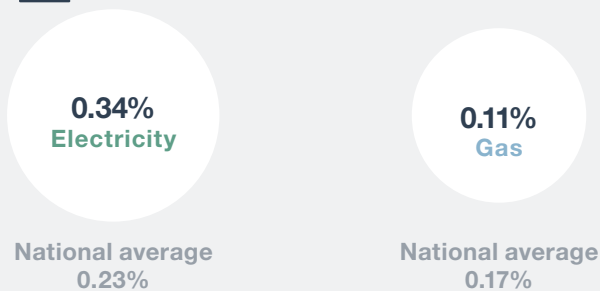
HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

71.0% Electricity
National average 41.9%

49.7% Gas
National average 34.3%

Annual disconnections

RESIDENTIAL



SMALL BUSINESS

