

SEQ retail electricity market in 2024-25

QCA market monitoring results for assisted customers

What is an assisted customer?

Assisted customers are customers who receive assistance with their electricity bills through retailers' hardship programs, the Queensland Government's electricity rebate or the Home Energy Emergency Assistance Scheme (HEEAS), or any combination thereof.

Assisted customers can be on a standing or a market offer

Standing offers are basic offers with terms and conditions that are typically more favourable than those of market offers. The Australian Energy Regulator sets default market offer ([DMO](#)) prices each year, which act as a cap on standing offer prices.

Market offers are often cheaper than standing offers and may include guaranteed or conditional discounts, financial or non-financial incentives, as well as various types of retail fees that cannot be charged to standing offer customers.

There are 7 categories of assistance

In the December quarter of 2024, around 93.0% of the SEQ customers who received assistance with their electricity bills were on a market offer.

Most assisted customers received the Queensland Government's electricity rebate only (96.5%).

The number of assisted customers on a standing offer decreased between the December quarters of 2023 and 2024.

Table 1: Total number of customers by assistance category and offer, December quarter 2024

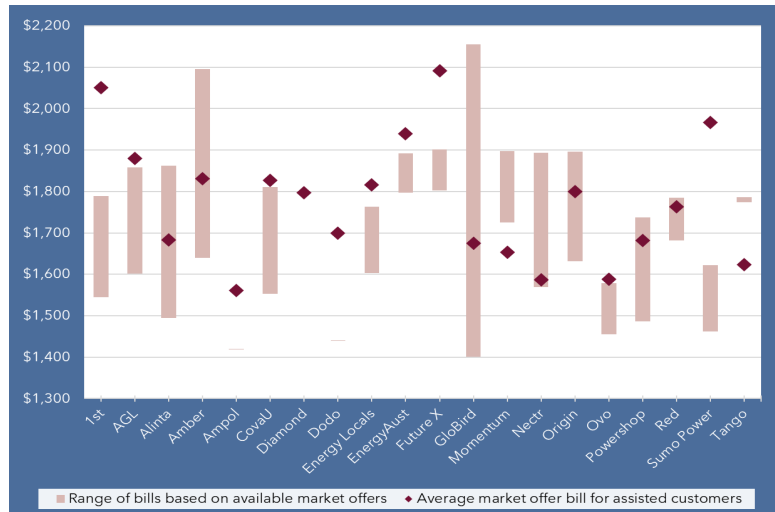
Assistance category	Customers on standing offers (no.)	Customers on market offers (no.)	Customers on market offers (%)
1. Hardship program only	69	6,172	98.9%
2. Electricity rebate only	27,454	351,564	92.8%
3. HEEAS support only	14	80	85.1%
4. Hardship program and receiving the electricity rebate	34	6,846	99.5%
5. Hardship program and receiving HEEAS support	1	158	99.4%
6. Electricity rebate and HEEAS support	1	193	99.5%
7. Hardship program, receiving the electricity rebate and HEEAS support	1	298	99.7%
Total	27,574	365,311	93.0%

Assisted customers' bills could have been lower

Bills increased for customers in most assistance categories in 2024-25, as they did in the broader retail electricity market.

Most assisted customers were on market offers that resulted in higher bills than the cheapest market offer their retailer had available. Some customers' plans were more expensive than any of the market offers their retailer had available in the December quarter of 2024.

Figure 1: Average bills of assisted customers compared to available market offers by retailer – residential flat rate offers only, December quarter 2024



Cheaper plans were available

We compared the average annual bills paid by assisted customers to the bills based on the plans available in the December quarter of 2024.

Average standing offer bills of assisted customers were lower in most instances than the average standing offer bill based on available plans.

However, average market offer bills of assisted customers were almost always higher than the bill based on the average lowest market offer available.

Many assisted customers could have saved money by switching to one of the cheaper plans that were available. There may also be opportunities for retailers to proactively engage with assisted customers to ensure they are on the best possible plan.

Table 2: Average bills of assisted customers compared to available standing and lowest market offers, December quarter 2024

Category of customers	Flat rate (\$)	Flat rate with controlled load super economy (\$)	Flat rate with controlled load super economy (\$)
Standing offer customer			
1. Hardship program only	1,866	2,071	2,029
2. Electricity rebate only	1,839	2,092	2,050
3. HEEAS support only	1,633	n/a	2,050
4. Hardship program and electricity rebate	1,767	2,078	2,132
5. Hardship program and HEEAS support	1,609	n/a	n/a
6. Electricity rebate and HEEAS support	n/a	n/a	2,050
7. Hardship program, electricity rebate and HEEAS support	n/a	2,078	n/a
All SEQ customers	1,884	2,087	2,067
Market offer customer			
1. Hardship program only	1,694	1,883	1,885
2. Electricity rebate only	1,811	2,044	2,001
3. HEEAS support only	1,643	1,953	1,916
4. Hardship program and electricity rebate	1,652	1,826	1,822
5. Hardship program and HEEAS support	1,606	1,745	1,806
6. Electricity rebate and HEEAS support	1,794	1,949	1,929
7. Hardship program, electricity rebate and HEEAS support	1,578	1,799	1,750
All SEQ customers	1,576	1,789	1,771

The market remained competitive, but some customers may miss out on the benefits of competition

The outcomes we observed in the SEQ retail electricity market in 2024-25 reflect the characteristics of a competitive market. But competition might not be working as effectively as it should for all customers. Some customers – including customers experiencing vulnerability – may find it difficult to navigate the market, compare plans and switch when a better plan becomes available.

Advice for assisted customers



It pays to be active and engaged. We encourage customers to:

- check the 'better offer' statement on their bill, which shows the best plan their retailer can offer them
- consider if conditional discounts provide any benefit – a plan without discounts may result in a lower bill, especially if the discount conditions cannot always be met
- check on the Australian Government's [Energy Made Easy](#) website if a better plan may be available from any retailer in the market – this is a free, simple way to find a better plan, which takes a customer's individual electricity usage into account and covers all the retailers and plans that are currently available. For help with using the Energy Made Easy website, customers can call the AER Infoline on 1300 585 165
- check on the Queensland Government's [website](#) what energy concessions are available
- speak with the current retailer if there is any trouble paying a bill – support is available for customers who experience financial difficulty due to hardship or are unable to pay their bill. For more advice, see the Queensland Government's [website](#).

More information

Our SEQ retail electricity market monitoring report for 2024-25 is available on our [market monitoring](#) web page.

