

# Media Release

**The Hon Lily D'Ambrosio MP**  
Minister for Climate Action  
Minister for Energy and Resources  
Minister for the State Electricity Commission



Wednesday, 1 May 2024

## **BANNING PRESSURE SALES TACTICS FOR VEU AND SOLAR**

The Allan Labor Government is stamping out high pressure sales tactics like telemarketing and door-knocking from the Victorian Energy Upgrades (VEU) program and Solar Homes program – protecting Victorians from nuisance marketing practices.

Minister for Energy and Resources Lily D'Ambrosio announced the ban on telemarketing will come into effect from today, following extensive consultation over the past year.

As part of these changes, retailers in the VEU program will no longer be allowed to doorknock from 1 August 2024 – bringing the VEU in line with the Solar Homes program where door-to-door sales were banned in 2021.

Marketing methods that will still be allowed under the program include digital and traditional media advertising, and direct marketing such as social media and email.

The VEU program provides Victorians with discounts to replace old gas appliances with new efficient electric appliances that will help them take back control on their energy bills.

All Victorian households and businesses are eligible for VEU rebates, which cover upgrades for heating and cooling, hot water and more, with induction cooktops coming later this year.

On average, customers can receive \$900 off a reverse-cycle air-conditioner to replace a fixed gas heater, that will save them more than \$200 every year. When replacing a whole-of-house gas ducted system with a reverse-cycle system, Victorians can save \$3,600 upfront and more than \$600 off their bills annually.

Since 2009, the VEU program has supported over 2 million households to upgrade their appliances and equipment. Between 2022 and 2025, the program will reduce Victorian electricity consumption by 7 percent and slashing \$3.8 billion off Victorian energy bills.

Victorians who want to take advantage of discounts through the VEU program can visit, [energy.vic.gov.au](https://energy.vic.gov.au).

### **Quotes attributable to Minister for Energy and Resources Lily D'Ambrosio**

*"We're banning nuisance marketing practices like cold-calling and door-knocking from our energy programs – building trust in the system so the program can continue to move from strength to strength."*

*"The VEU is a central part of Victoria's energy transition, it reduces emissions, lowers energy bills and supports investment that creates jobs and grows local supplies chains."*

### **Quote attributable to Northern Metropolitan Region Enver Erdogan**

*"More Victorians are seeing the benefits of going electric to save money on their energy bills and these changes to the VEU will only improve customers experience as they go through the electrification process."*