

Media Release

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



Thursday, 1 August 2024

DOORKNOCKING BAN BEGINS FOR VICTORIAN ENERGY UPGRADES

The Allan Labor Government is protecting vulnerable Victorians from harmful and intrusive sales tactics with a ban on doorknocking for the Victorian Energy Upgrades (VEU) program coming into effect today.

The bans follow extensive consultation over the past year on high-pressure sales tactics and other inappropriate marketing practices under the VEU program.

This ban has been designed to protect consumers and promote professional conduct by the industry to deliver the program that consumers can trust.

As the independent regulator, the Essential Services Commission will actively monitor compliance of the ban through an expanded range of tools and will take strong enforcement action for breaches of the ban.

A ban on telemarketing under both the VEU and Solar Victoria also came into effect on 1 May 2024. Doorknocking for Solar Victoria programs has been banned since September 2021.

The VEU reforms strengthen the 2022 VEU Code of Conduct, VEU accredited providers and participants can still use digital and traditional media advertising, and direct marketing such as social media and email.

All Victorian households and businesses are eligible for VEU discounts, which cover heating and cooling, hot water, and more.

Through the VEU program, a household can save about \$900 when installing a reverse-cycle air-conditioner to replace an old gas heater, saving about \$150-\$200 off their annual energy bill, or save about \$3,600 when replacing a gas ducted system with a reverse-cycle system, saving about \$500-\$600 off their annual energy bill.

Victoria's nation leading Gas Substitution Roadmap demonstrates the importance of homes and businesses going all electric, it saves money on energy bills, is better for the environment and healthier for families to live and work.

The Government is also delivering a \$5.9 million investment announced in the *Victorian Budget 2024/25* for a review of the VEU program – ensuring it will continue to be the key driver helping more Victorians electrify their homes and businesses, slashing energy bills and reducing emissions.

Victorians should report breaches of the VEU door knocking and telemarketing bans via 03 9032 1310 or veu@esc.vic.gov.au.

For more information on the VEU program, visit energy.vic.gov.au/victorian-energy-upgrades.

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

"All-electric homes are healthier, cleaner and cheaper to run. Victorians need information they can trust on how to get there – and we're making sure they get that appropriately and effectively."

"These bans strike the right balance between ensuring the program is accessible to all Victorians but protects them from unwanted contact or high-pressure environments."

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