

# Media Release

Hon Jacinta Allan MP  
Premier



Tuesday, 17 March 2026

## VICTORIA IS TARGETING PRICE GOUGING – AND PREPARING AHEAD

As prices rise across the board, we won't let Victorians get price gouged at the pump by opportunistic retailers.

Last week, Victoria's anti-price gouging laws came into effect.

In the last week, 119,000 users have accessed Servo Saver to find the cheapest deal near them, up more than 200 per cent on the previous week, with confidence that price won't increase for 24 hours.

### What's next

The Allan Labor Government is announcing the next steps to stamp out price gouging now and prepare for the possibility of the impacts worsening.

#### 1. More anti-price gouging officers hitting the street

Consumer Affairs Victoria has already carried out 289 field inspections to make sure fuel retailers are registered and are reporting.

Last week they found 23 unregistered fuel stations and 16 were identified as not reporting.

It's the law for retailers to correctly report their prices through Service Vic, so motorists can have confidence.

Now, we will invest a further \$4.6 million towards more inspectors and investigators, as well as a legal team to go after fuel retailers who don't comply.

If the data in Servo Saver isn't real, it can be reported through the app – so compliance officers can continue to act.

#### 2. All the data will go to the ACCC for investigation

Victoria now possesses the most comprehensive and reliable set of daily fuel data in the country.

Consumer Affairs Victoria will hand over this data to the Australian Competition and Consumer Commission.

This gives the watchdog more evidence to investigate the pricing strategies used every day, in every postcode.

#### 3. Preparing now for worsening impacts of the Iran conflict

We are working closely with the Commonwealth to monitor the fuel supply situation. Right now, there is enough fuel for normal demand.

But over time, the Iran conflict has the possibility to seriously disrupt key sectors that keep our state ticking.

This morning, the Premier convened an emergency sub-committee meeting of Cabinet to prepare and this afternoon the Premier will chair an industry forum with fuel suppliers, business groups and agricultural representatives to understand the situation on the ground and outline the actions the government could take.

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Heads of Departments and agencies are developing continuity plans for energy, agriculture and other key sectors.

4. Appoint a Class 2 controller

The energy controller is a dedicated resource within the State Control Centre able to monitor and prepare – and escalate as necessary.

Updates will be provided to government on a weekly basis, or when necessary.

**Quotes attributable to Premier Jacinta Allan**

*“This is the last thing families need right now, and I’m determined to do everything in our power to make things easier and more affordable for them.”*

*“While we can’t control oil prices, we can crackdown on price gouging and prepare ahead for the worst impacts.”*

*“Get on Servo Saver through Service Vic, find the cheapest price near you, and it can’t increase for 24 hours.”*