

Real help. Right now.

Energy Affordability Campaign
Stakeholder Pack



Current as at 1 October 2026

Introduction

The Victorian Government's 'Real Help, Right Now' Energy Affordability campaign promotes a range of energy bill assistance and support services available to Victorian households.

This includes the **Midday Power Saver**, which offers Victorian households three hours of no-cost electricity between 11am and 2pm every day. Households that can shift their electricity use to this window, like running their washing machine, electric water heater or dishwasher in the middle of the day, could save on energy bills with this offer.

Victorian households are encouraged to regularly compare energy offers. The **Victorian Energy Compare** service (compare.energy.vic.gov.au) is the Victorian Government's free and independent energy offer comparison tool. On average, people who used the service this year saved \$230 by switching to the best priced energy offers.

People who may be having trouble paying their energy bills can also access our **Energy Assistance Program** – a free over-the-phone energy bill support service. It can help Victorian households save money on energy bills through cheaper energy offers, energy concessions and grants.



How to use this pack

The Energy Affordability stakeholder pack provides shareable content and resources to promote Victorian Government energy bill relief assistance and programs.

This includes:

- Midday Power Saver
- Victorian Energy Compare (compare.energy.vic.gov.au)
- Energy Assistance Program

You can help us spread the word by sharing the materials in this stakeholder pack with your community either in-person or through your social media and digital channels.

In this pack, you will find key messages, social media content, and promotional posters and postcards for each of the three energy bill support programs.

You can choose to promote one or all of these services and programs through your channels.

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Midday Power Saver

Key messages and collateral



Midday Power Saver – Key messages

- The Midday Power Saver offers three hours of no-cost electricity between 11am and 2pm every day.
- If you can shift your electricity use to this window – like running your washing machine, electric hot water or dishwasher in the middle of the day – you could save on your energy bills.
- Victorian households who take up the offer will not be charged for their electricity use during the three-hour no-cost window.
- You can choose to sign up to the Midday Power Saver, but the offer may not work best for your household. If you're not at home often during the day or are unable to shift your electricity usage to the middle of the day, other energy offers may be cheaper for you.
- Victorian households that have a smart meter and sign up to the Midday Power Saver will be able to access up to 24 kilowatt-hours (kWh) of no-cost electricity during the three-hour window, every day of the week.
- Using timer functions and scheduling appliances to run during the Midday Power Saver can help ensure you're making the most of the window.
- To sign up, contact your electricity retailer from 1 October 2026. Most retailers will have to make the offer available to their customers. Licensed energy retailers of less than 1,000 residential customers will not be required to offer the Midday Power Saver.
- Retailers must clearly disclose the regulated electricity rates that apply outside the no-cost window, ensuring households can easily understand the costs associated with the plan before signing up.
- Customers in embedded networks may also be eligible if they have a smart meter and are billed by a licensed electricity retailer.
- The Midday Power Saver will be regulated and reviewed annually by Victoria's independent energy regulator, the Essential Services Commission (ESC).
- To find out more, visit energy.vic.gov.au/midday-power-saver



energy.vic.gov.au/midday-power-saver

Midday Power Saver – Social media content

Post text

The Midday Power Saver is available now! ⚡

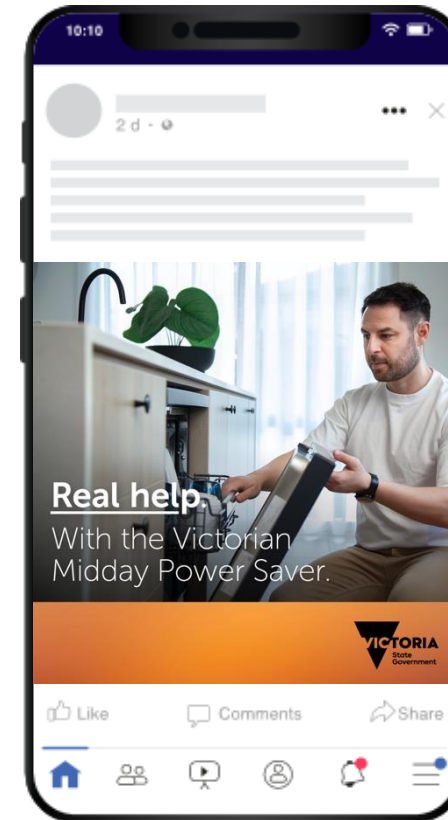
If you can shift when you use your electricity to 11am – 2pm every day, you could save on your energy bills with the Midday Power Saver.

Could you run some of these appliances during the middle of the day? If so, you could reduce your energy costs.

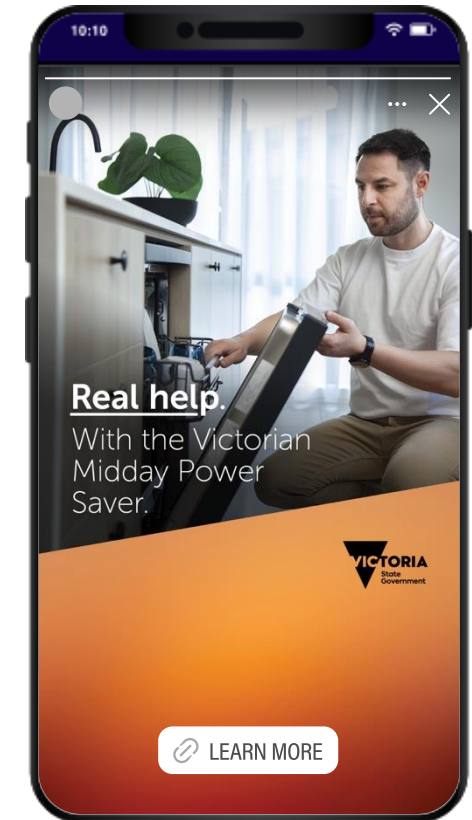
- ✓ Washing machine
- ✓ Dishwasher
- ✓ Clothes dryer
- ✓ Electric heating and cooling
- ✓ Electric hot water system or heat pump
- ✓ Electric vehicle charger

Contact your electricity retailer to check whether this offer might be right for your household and to sign up.

Learn more about the Midday Power Saver at energy.vic.gov.au/midday-power-saver



Download 1:1 tile



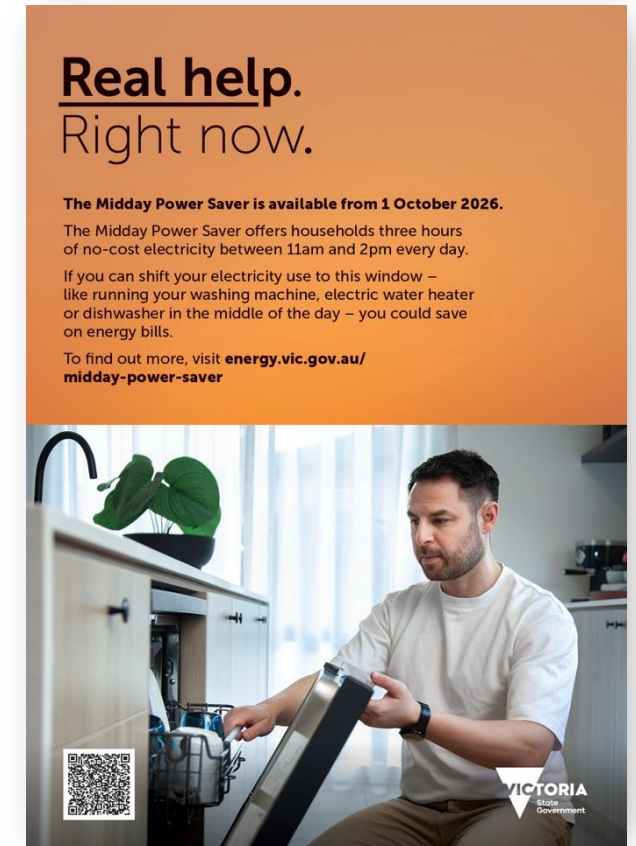
Download 9:16 tile

Midday Power Saver – Poster and postcard

You can download and print this Midday Power Saver poster and postcard to share with your local community and anyone wanting to know if the Midday Power Saver might be right for their household.



[Download postcard](#)



[Download poster \(A4\)](#)

Energy Assistance Program

Key messages and collateral



Energy Assistance Program – Key messages

- The Energy Assistance Program provides Victorian energy consumers with tailored, one-on-one assistance to navigate the energy market and save money on their energy bills.
- Households who need help to access these supports can call the Energy Assistance Program for free one-on-one energy bill assistance.
- The range of advice and assistance provided includes:
 - help with understanding energy bills
 - applying for eligible grants and concessions
 - accessing an energy retailer's hardship program
 - finding, comparing and switching energy offers
 - identifying and helping you undertake energy saving and efficiency measures
 - options to access other energy services, such as the Energy and Water Ombudsman Victoria and financial counselling services.
- For free over-the-phone energy bill assistance, call 1800 161 215, Monday to Friday, 9am-5pm (except public holidays).
- The Victorian Government's Energy Assistance Program is delivered in partnership with Anglicare Victoria.
- To find out more visit energy.vic.gov.au/eap



energy.vic.gov.au/eap

Energy Assistance Program – Social media content

Post text

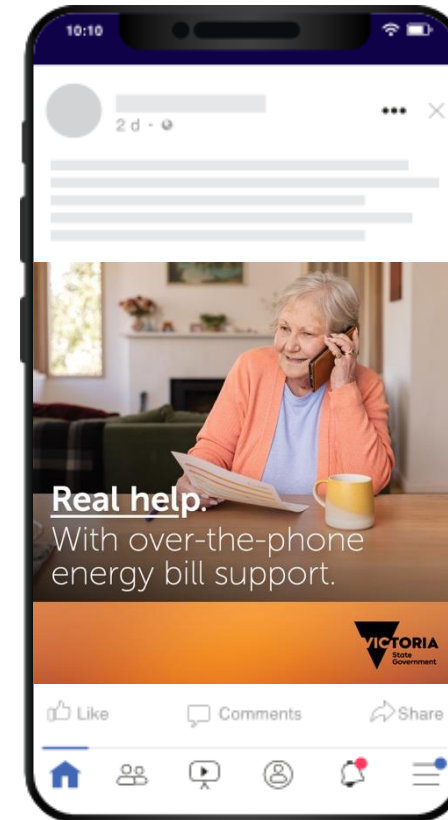
Get one-on-one energy bill support with the Energy Assistance Program.

The free over-the-phone energy bill support service can help you understand your rights and save money on your energy bills through cheaper energy offers, energy concessions and grants.

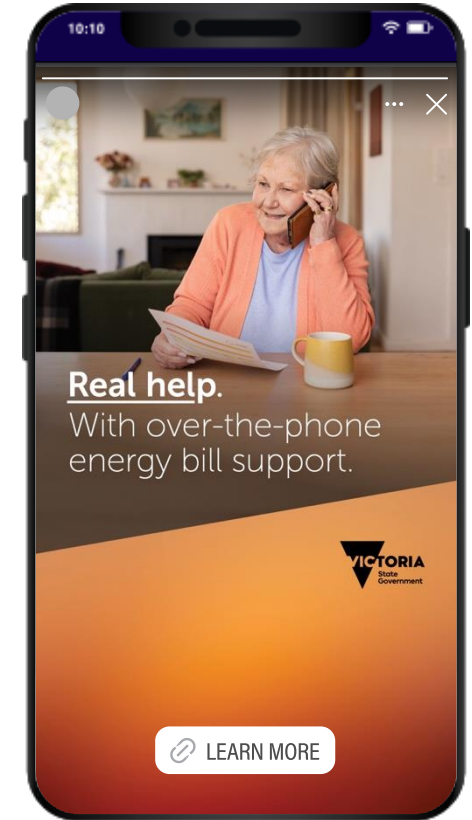
To get free energy bill assistance, call 1800 161 215 (Monday – Friday, 9am-5pm, except public holidays).

📞 1800 161 215

💻 energy.vic.gov.au/eap



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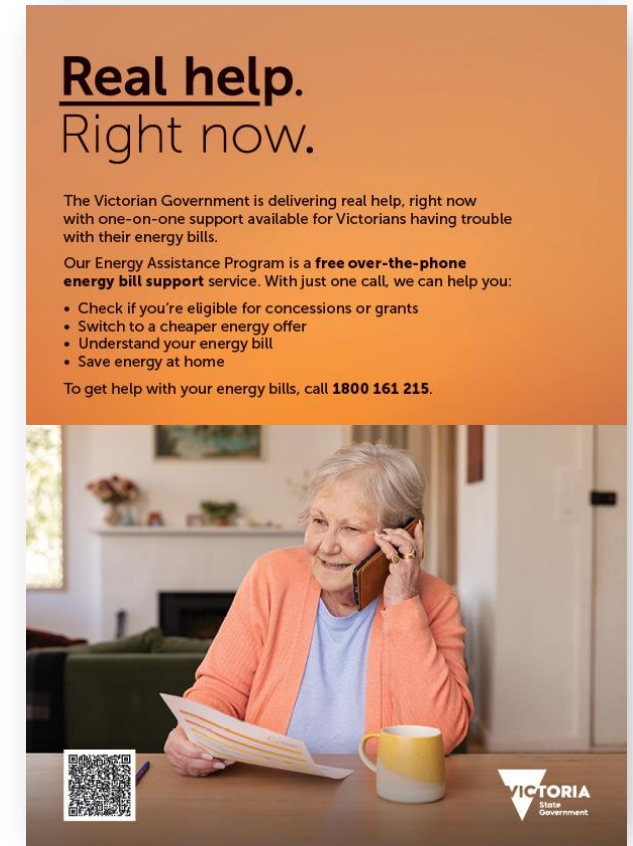
[Download 9:16 tile](#)

Energy Assistance Program – Poster and postcard

You can download and print this Energy Assistance Program poster and postcard to share with your local community and anyone seeking energy bill support.



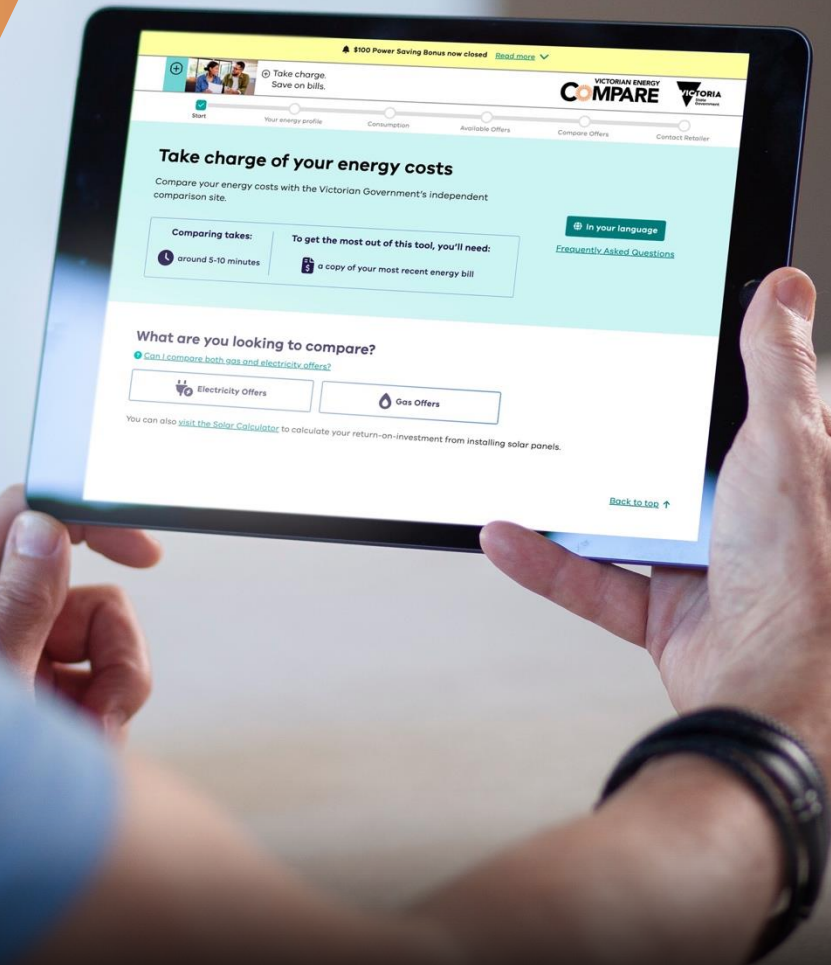
[Download postcard](#)



[Download poster \(A4\)](#)

Victorian Energy Compare

Key messages and collateral



Victorian Energy Compare – Key messages

- Victorian Energy Compare is the Victorian Government's free and independent energy price comparison service and can help you find your best priced energy offers.
- On average, people who used the Victorian Energy Compare service this year saved \$230 by switching to their best priced energy offer.
- Comparing offers is easy and takes about 10 minutes. All you need is a recent energy bill and some information about how your household uses energy.
- The Victorian Energy Compare service now allows you to compare the Midday Power Saver with all available free power period offers and find one that is right for your household.
- You can use the Victorian Energy Compare service to find your best EV energy offer, with a range of energy offers available tailored to EV owners and charging at home.
- The Victorian Energy Compare service helps you make informed decisions about switching to your best energy offer with energy retailer ratings based upon real customer feedback.
- Online sign-up options are now available for many energy retailers on Victorian Energy Compare – just look for the 'sign-up online' button once you've compared energy offers.
- Visit compare.energy.vic.gov.au



compare.energy.vic.gov.au

Victorian Energy Compare – Social media content

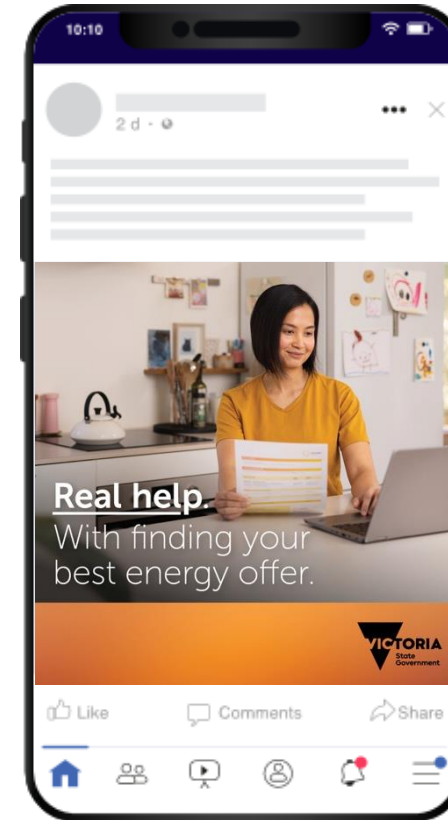
Post text – Standard

💡 Thousands of Victorian households are saving money on energy bills by using the Victorian Energy Compare service.

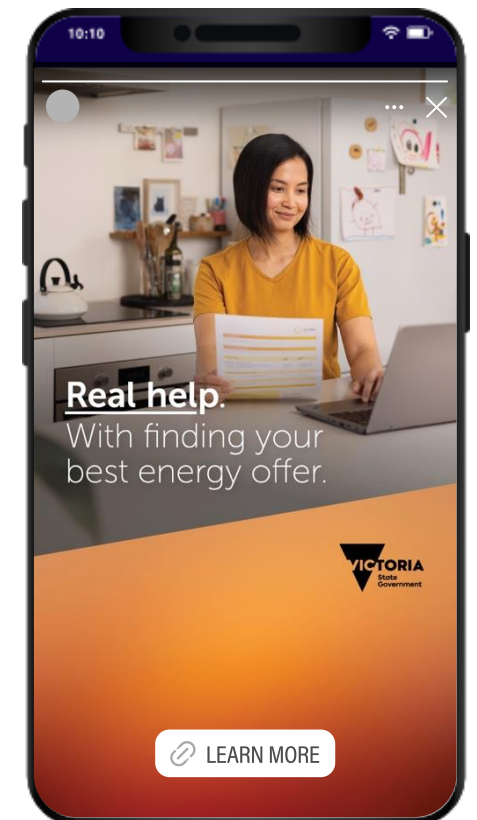
On average, people who used the service this year were able to save \$230 by switching to the best priced energy offers.

You can start saving money today by comparing energy offers and making the switch.

🖥️ compare.energy.vic.gov.au



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Victorian Energy Compare – Social media content

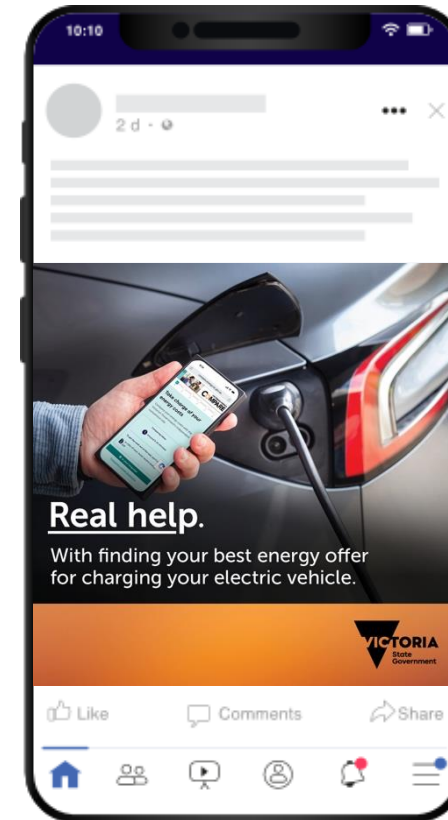
Post text – VEC x best EV energy offer

💡 Victorian Energy Compare can help you find your best EV energy offer.

Many energy retailers offer plans with cheap or free rates at different times of the day and depending on your EV charging habits, these offers could save you money.

Visit Victorian Energy Compare today to find your best energy offer and filter results by 'electric vehicle'.

🖥️ compare.energy.vic.gov.au



[Download 1:1 tile](#)



[Download 9:16 tile](#)

Victorian Energy Compare – Social media content

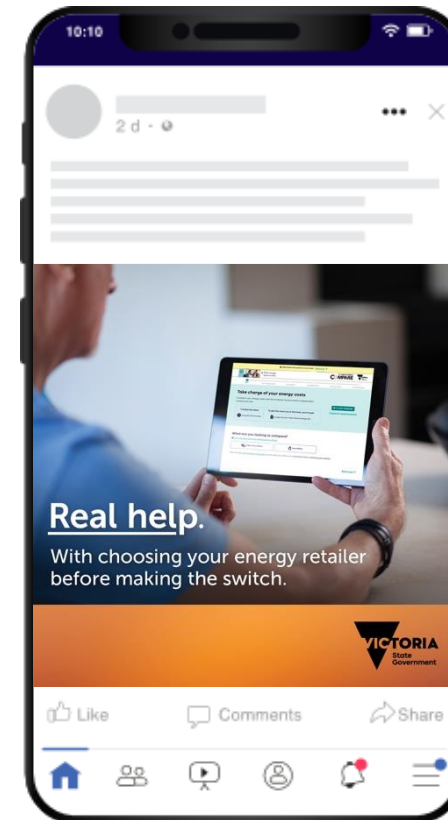
Post text – VEC x energy retailer ratings

💡 Want to know what people are saying about their energy retailer?

Victorian Energy Compare provides energy retailer ratings sourced from an independent survey of more than 22,000 Victorian energy consumers.

Visit Victorian Energy Compare today to find real customer feedback before making the switch.

🖱️ compare.energy.vic.gov.au/retailers



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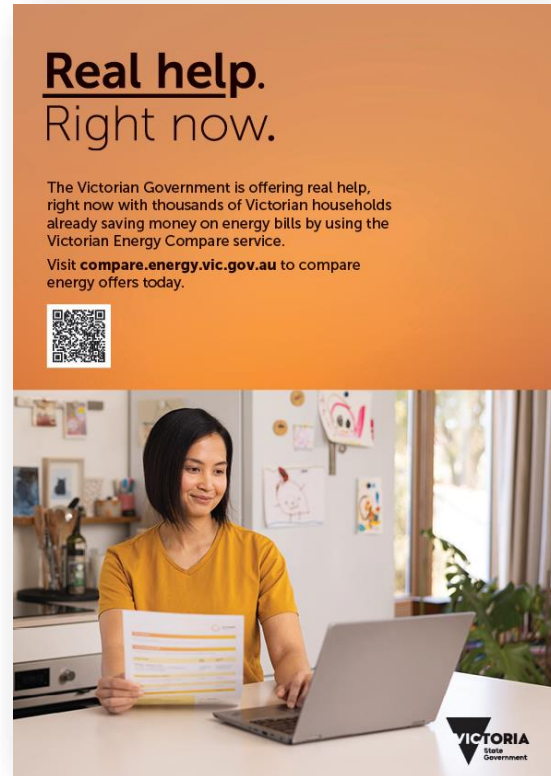


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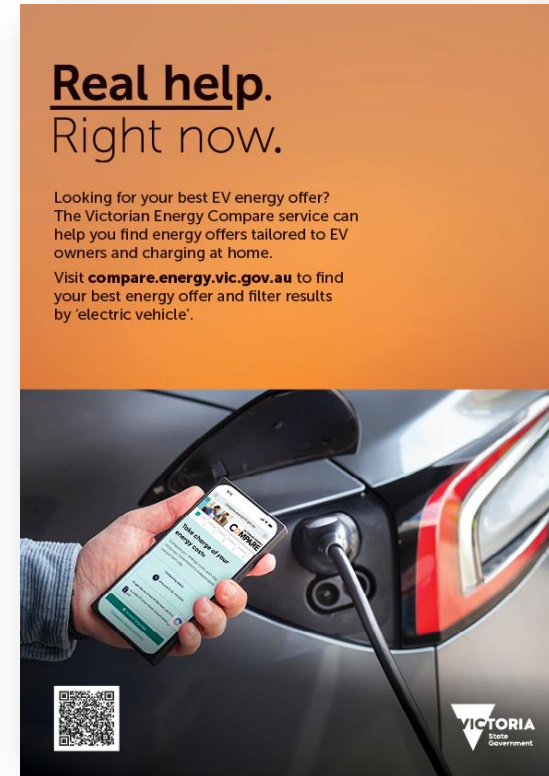
Victorian Energy Compare – Posters

You can download and print these Victorian Energy Compare posters to share in-person with your local community.

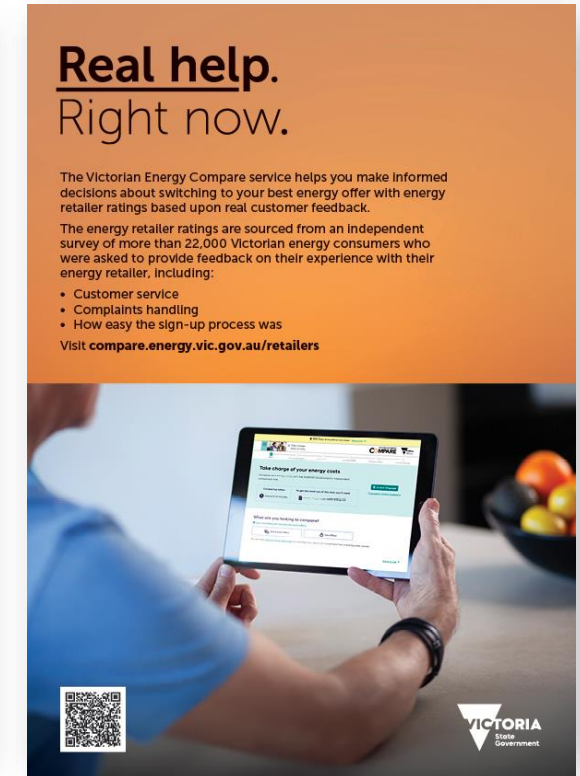
This includes a general Victorian Energy Compare poster and dedicated posters on finding your best EV energy offer and energy retailer ratings via the Victorian Energy Compare service.



General
Download poster (A4)



VEC x best EV energy offer
Download poster (A4)



VEC x energy retailer ratings
Download poster (A4)

Victorian Energy Compare – Postcard

You can download and print this Victorian Energy Compare postcard to share in-person with your local community.



[Download postcard](#)

Real help. Right now.

You can use the Victorian Government's free and independent Victorian Energy Compare service to easily compare electricity, gas and solar offers on the market.

You could save hundreds of dollars a year simply by comparing prices and switching to a better energy offer.

You can now also use the Victorian Energy Compare service to:

- Find your best electric vehicle energy offer
- Compare the Midday Power Saver with all available free power period offers
- Sign-up easily online with many energy retailers
- Make an informed decision before switching with energy retailer ratings based upon real customer feedback.

compare.energy.vic.gov.au

On average, people who used the service this year were able to save \$230 by switching to their best priced energy offers.

It only takes 5-10 minutes to compare energy offers.

Visit compare.energy.vic.gov.au

For assistance, call the Victorian Energy Compare helpline on 1800 000 832, Monday – Friday, 9am-5pm.



VICTORIAN ENERGY
COMPARE



Community languages

Collateral



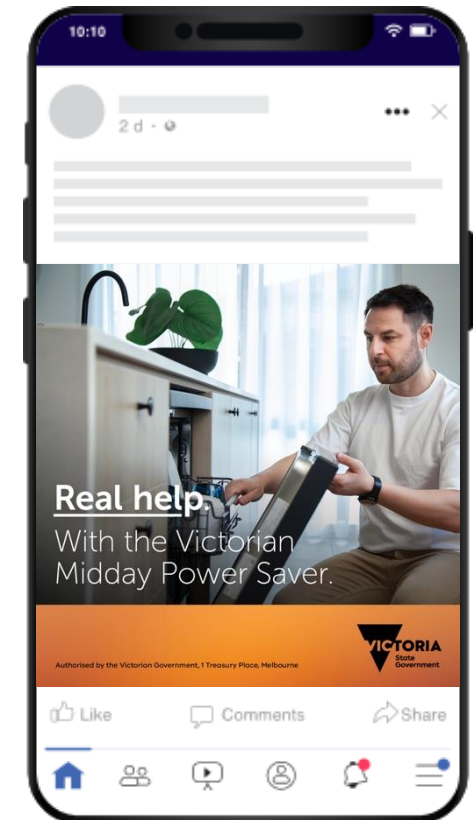
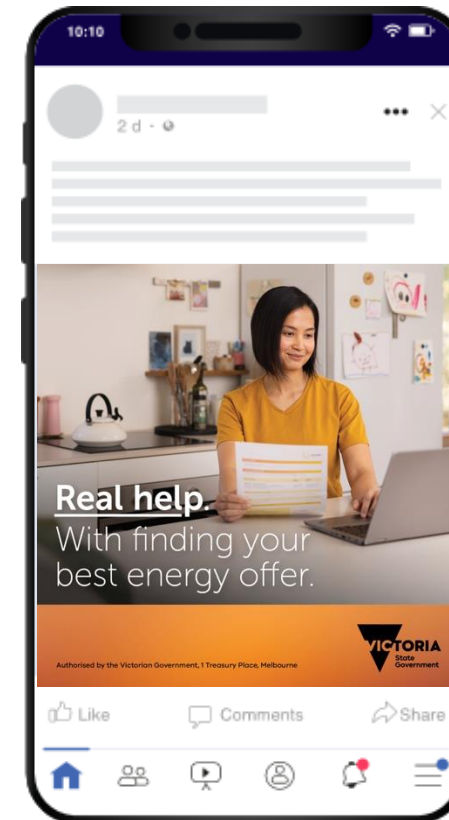
Social media content in 7 languages

Social media content and tiles are available in 7 languages.

To download translated content, visit energy.vic.gov.au/households/energy-affordability-community-materials

Languages:

- Arabic
- Cantonese
- Greek
- Italian
- Punjabi
- Mandarin
- Vietnamese



Thank you

