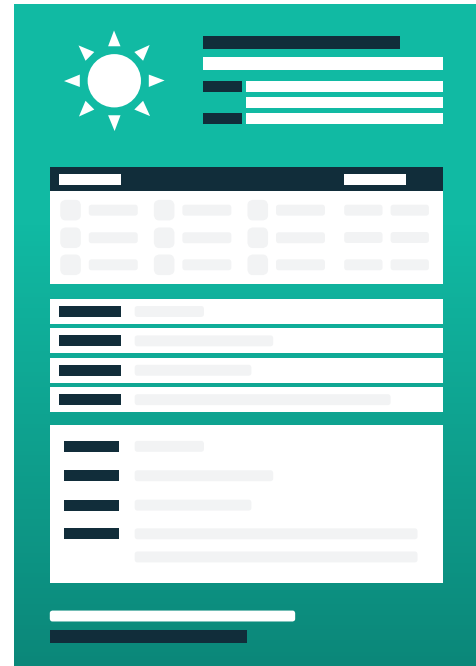




Simple fact sheets can help consumers make better energy choices

Forty-seven per cent of Australians have not changed their electricity retailer or plan in five years, potentially costing them hundreds of dollars a year.

To help, BETA partnered with the Australian Energy Regulator (AER) to design and test how different energy fact sheets affect people's confidence engaging with the energy market.



Behavioural insights shows too much complex information can stop consumers from making good decisions or making a decision at all.

We made fact sheets easier to understand and more attractive.



More clean white space



Information on a single page



Combination of images, text and tables



Benchmarks linked to cost



Simple breakdown of key information

People said they would be more confident making energy decisions after seeing a fact sheet designed by BETA, compared to people who saw the AER fact sheet.



The BETA fact sheets led to a 6% increase in confidence



Behaviourally informed fact sheets improve consumer engagement and confidence in choosing the right energy plan.