



## PRESS RELEASE

### Australian Businesses Ignore Energy Efficiency Measures

- **Almost half of Australia's businesses have not implemented any energy efficiency or energy reduction measures**
- **Only 5% have audited their energy usage**
- **Less than 2% of businesses have elected to purchase 'GreenPower' (ref)**
- **MakeltCheaper's top 3 energy saving tips**

**Sydney 24 August 2010:** Australian businesses are ignoring environmental concerns as they snub energy efficiency and energy reduction measures.

According to the latest Australian Bureau of Statistics figures<sup>i</sup> a meagre 5% of Australian businesses have audited their energy usage and almost half have avoided taking action to improve their energy efficiency.

Tim Wolfenden, CEO of MakeltCheaper.com.au, the independent business energy price comparison service, believes that the statistics are misleading.

"These statistics highlight a severe problem with the government's education of small businesses, not business apathy," he said.

"The government has invested millions of dollars in its GreenPower program but the campaign will continue to fail when it means additional costs to businesses."

Wolfenden believes that the take up of the GreenPower program will continue to be snubbed by businesses if they are expected to pay more for green energy, when they already contribute to the government's mandatory renewable energy targets directly through their energy bills.

"There's a serious neglect by the government in educating and empowering businesses to better manage their energy use.

Reducing energy consumption rather than signing up to the GreenPower program is the easiest and quickest way for businesses to positively impact Australia's carbon footprint," he explained.

Wolfenden strongly believes that to have a significant impact business energy efficiency campaigns must focus on reducing energy usage and cost savings.

"If a business wants to be energy efficient they should review their energy use, cut consumption and switch to a supplier that will offer them a better deal," he advises.

An average SME spends around \$8,000 on their energy bill. By reducing their energy use and switching to a cheaper provider they could save anywhere from \$800 up to \$1600 per year.

## **Make It Cheaper: Top 3 Energy Saving Tips**

**Air Conditioning:** Turn down your AC unit a couple of degrees – means it will work less, and use less.

- **Top Tip:** Use the 'Recycle' function on the air conditioner. Cooling air from inside uses less power than cooling hot air from outside

**Lighting:** Fit energy saving light bulbs. They last 10 times longer than ordinary light bulbs!

- **Top Tip:** In larger businesses consider installing motion sensors to control unnecessary lighting of low traffic areas

**Office Equipment:** If you're not going to use it again for 10 mins or more, turn it off.

- **Top Tip:** Turn it off!

### **How to switch with Make It Cheaper:**

- Call Make It Cheaper on 1300 95 77 21 and we'll search the entire market for a cheaper deal
- Fax your most recently electricity bill directly to Make It Cheaper (including your contact details) on 02 9423 4648. We'll search the entire market and call you back with a cheaper deal

### **About [www.makeitcheaper.com.au](http://www.makeitcheaper.com.au)**

Make It Cheaper is Australia's first dedicated business price comparison service. Acting as an independent energy broker, Make It Cheaper is helping Australian businesses make their electricity and gas bills cheaper, by offering a free and independent comparison and switching service.

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Notes to Editors:

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<sup>i</sup> SOURCE: <http://www.abs.gov.au/ausstats/abs@.nsf/Products/4660.0~2008-09~Main+Features~Energy?OpenDocument>