



ELECTRIC SHOCK

FIRST ELECTRICITY BILLS SINCE PRICE HIKE HIT MATS THIS MONTH

- **\$800 increase** in average business electricity bill this quarter
- 13.29% increases costs Queensland businesses **nearly \$40 million**¹
- Higher bills crippling to SMEs throughout SE Queensland
- **Smart business owner turns to Make It Cheaper and saves \$6K**

Sydney – 17 September, 2010: Queensland businesses will feel the shock of the July 1 price hike as electricity bills hit doormats this month.

On average, 13.29% means an \$800 increase per year for a local business – and a cost of almost \$40 million to the Queensland business community as a whole.

Tim Wolfenden, CEO of MakeItCheaper.com.au, the independent business energy price comparison service, believes the high bills will come as a shock to many businesses.

“Although it may not have seemed much a few months ago, seeing the 13% hike in black and white will devastate many businesses,” he says.

Research by Make It Cheaper shows that small and medium sized businesses in South East Queensland are going to be hardest hit.

The local corner shop’s bill will soar by around \$320. A restaurant or cafe that relies even more heavily on its power supply is likely to suffer a crippling increase of close to \$1,200 per year.

“These new prices will be crippling for businesses across Queensland,” he says.

However, smart business owners could see a drop in their energy bill this quarter.

Rajesh Patel, owner of the Caltex garage in Bli Bli has saved \$500 per month after contacting Make It Cheaper and switching to a new supplier.

“I knew we were in a competitive market so I should be able to get a better deal. I looked online and found www.makeitcheaper.com.au and gave them a call. After a few conversations about my energy use they came up with a deal that will save me \$6,000,” explains Patel.

“Many business owners don’t even realise they can change their electricity provider,” explains Wolfenden.

“No-one’s locked into a contract they can’t get out of, and any penalties for breaking a contract are quickly recouped when ongoing costs are slashed.”

Businesses across South East Queensland can save hundreds if not thousands of dollars in a matter of minutes by switching their energy supplier today.

Common Electricity Supplier Myths Busted

- ***It's too hard to switch:*** Switching supplier is easy - it only take a few minutes to complete the paper work, which can all be done over the phone
- ***My power will get cut off:*** Switching is seamless - your electricity supply will not be affected. The only difference will be the supplier's name at the top of the bill, and the price you pay
- ***There's no saving to be made:*** There are nine electricity suppliers operating in Queensland - all of these are vying for your business, offering cheaper rates to beat the old traditional suppliers

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

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.

- Ends -

Notes to Editors

ⁱⁱ REF: based on average bill of \$6000 per year for 50,000 Qld businesses

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