



Fuel Poverty hits hardest in New South Wales

210,000 NSW Households face Fuel Poverty in 2010

- In 2009 an estimated 210,000 NSW households suffered Fuel Poverty
- In 2010 this rose sharply to 249,000 households
- 3,550 households will be added with every 1% increase in NSW fuel costs

Sydney, October 28, 2010: The latest figures from electricity and gas price comparison site www.makeitcheaper.com.au reveal that NSW households will be hardest hit as electricity price hikes send thousands of households into Fuel Poverty.

As prices soar due to rising network costs, the government's proposed emissions trading scheme (ETS) and retail regulation, bills could increase by up to 64% by 2013 – more than doubling the toll to 475,000 households - almost the population of Tasmania.

"Fuel Poverty is when the cost of your electricity bill is more than 10% of a household's disposable income," explains Tim Wolfenden, electricity expert and CEO of Make It Cheaper.

"These figures clearly show the social implications of these severe price increases. Households just won't be able to pay," he says.

Fuel Poverty will strike hardest in NSW, with 191,000 Victorian households and 154,000 Queensland households falling into the category in 2010.

"Despite switching off fuel-hungry devices, there's no doubt that some families are going to struggle," warned Wolfenden. "As always, the vulnerable will suffer most. Older people may shiver through cold nights or swelter through the heat of summer for fear of being hit with an unmanageable bill at the end of the month," he added.

However, there are other options for reducing the family fuel bill.

"A household bill could be slashed by up to 15% by finding a better deal and switching to a new supplier," he advised.

"As competition across NSW begins to creep in, families can make significant savings by just switching their energy supplier. Even if they think they are locked into contracts, the savings often outweigh the penalties," he explained.

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's a range of electricity suppliers operating in New South Wales - 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 Australians make their electricity and gas bills cheaper, by offering a free and independent comparison and switching service.

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