



Media Statement

19 May 2025

Gas comparison marketing to be regulated from 2026

In an Australian first, claims made by gas retailers comparing the performance of gas and electrical appliances will be regulated from 1 January 2026, following a [decision made by the Economic Regulation Authority](#).

The ERA has published the final decision for the review of the Gas Marketing Code of Conduct 2022, which regulates the marketing of gas to small use customers – typically households and small businesses.

ERA Chair Steve Edwell said our amendments aim to improve the quality and availability of information gas retailers provide to customers, both in their own marketing material and on major third-party comparison websites.

“These changes will help consumers make more informed purchases when considering new appliances or energy plans, by making sure that any retailers claims comparing different energy sources are up-to-date, simple and accurate,” Mr Edwell said.

“The new regulations will apply to comparisons made between gas and electric appliances, and cover five areas – cost effectiveness, energy efficiency, health, sustainability and emissions.”

Mr Edwell said that, following feedback to our draft decision, the ERA has updated the approach to this comparative marketing regulation to make it easier for retailers to implement.

“The updated amendments will provide the same level of customer protection, without requiring retailers to include a large amounts of technical information in their marketing, which customers are not likely to understand,” Mr Edwell said.

Gas retailers will also be required to publish standardised Basic Plan Information Documents on their websites, which set out the same information in the same format for each household gas plan – making it easier for customers to directly compare plans.

“These Basic Plan Information Documents are already available to customers in the eastern States, and we want to support Western Australian consumers to have similar access to simple information when choosing a gas plan,” Mr Edwell said.

The ERA has also made other amendments, including to standardise identification requirements for face-to-face marketing and telemarketing. The Gas Code is intended protect customers from undesirable marketing conduct and define standards of conduct of how gas is marketed to customers.

Gas retailers in Western Australia must comply with the Code of Conduct as a condition of their licence, and report non-compliances annually to the ERA. Non-compliance may also be identified by

the ERA's periodic audits. The ERA has published guidance material for retailers to understand and comply with the new requirements.

The ERA's final decision was informed by the work of the Gas Marketing Code Consultative Committee – an independent statutory body set up to review the code every two years. The Committee includes representatives from industry, consumer groups and government agencies.

The amendments take effect on 1 January 2026.

About the ERA

The ERA is Western Australia's independent economic regulator. We aim to benefit all Western Australians by promoting strong economic outcomes through effective regulation and decision making. We strive to make sure current and future consumers pay no more than necessary for safe and reliable utilities.

For further information contact:

Natalie Warnock
Manager Communications
Ph: +61 428 859 826
media@erawa.com.au

D291121