



Empowering Communities: Energy4Seniors and Charge Up Driving Customer Enablement

Through the Enabling Grants program, we partnered with community organisations to provide energy demand and flexibility advice, reduce bills, and help Queenslanders experiencing vulnerability navigate the energy transition. In 2024-25, we teamed up with Council on the Aging (COTA) for **Energy4Seniors**, targeting older Queenslanders, and with Queensland Council of Social Services (QCOSS) on **Charge Up!**, supporting low-income households through Neighbourhood Centres Queensland (NCQ).

Energy4Seniors has reached over 12,000 attendees with tailored sessions on rebates, smart meters, energy efficiency, and Customer Energy Resources (CER) technologies. “Energy Champions,” trained with our insights and expertise, deliver relatable and local advice, helping seniors manage bills with certainty, access concessions, and understand the types of tariffs available and to adopt where beneficial.

Charge Up! engages 20 Neighbourhood Centres, providing energy literacy resources and training regional champions to “help the helpers.” This equips centres to support vulnerable households in understanding energy use, accessing tools, and reducing costs. The program extends statewide through online seminars and education sessions with industry experts, including Ergon Energy Retail.

These initiatives bring our **Customer Strategy principles** off the page and into practice:

- **Know our customers:** Engagement in trusted spaces like libraries, Men’s Sheds, retirement villages and neighbourhood centres build trust and provides valuable insights.
- **Empower our customers:** Workshops equip customers with practical knowledge on tariffs, concessions, and smart meters for informed decisions.
- **Make it easy:** Peer-level support, plain-language resources and hands-on demonstrations simplify complex topics.
- **Collaborate:** Partnerships with COTA and QCOSS ensure customers feel supported by familiar, trusted local community advocates.

Feedback confirms tangible benefits: seniors discovered medical equipment rebates, emergency assistance grants, switched retailers for better deals, and improved energy literacy. As one Energy Champion shared: “*The audience is hungry for this information. The materials, the handouts, and the countless questions we answer all show that what we’re doing is needed and appreciated.*”

The lessons learned will help us support other community groups helping to build confidence to manage energy use and embrace demand flexibility and a more supported energy transition.

For more information visit:
ergon.com.au/network | energex.com.au



Part of Energy Queensland