

Energy Rating Labelling Program

Whitegoods Audit 2004



ENERGY
RATING

Conducted by Millward Brown on contract to
National Appliance and Equipment Energy Efficiency Committee (NAEEEC)

Summary Report prepared by Energy Efficient Strategies
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Executive Summary

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Context

Since comparative energy efficiency labelling first became mandatory in NSW and Victoria in 1986, regulators have monitored labels on display stock in retail stores. With national coordination from 1992 and the formation of the National Appliance and Equipment Energy Efficiency Committee (NAEEEC) in 1997, these efforts have focused on a more comprehensive program of monitoring to ensure that energy labels are correctly displayed in retail outlets.

NAEEEC commissioned a study on the national compliance levels of energy labelling in mid 2004. Millward Brown Asia Pacific undertook similar earlier studies in 1998 and 2001. The purpose of these studies is to provide an ongoing accurate quantitative assessment of labelling levels for Australia's appliance energy efficiency program.

This report documents the headline results of the third national study. This study examines the proportion of models on display in retail stores that carried an energy label. This study also demonstrates that the energy labelling programs is highly effective as a means of communicating comparative energy information and facilitating informed choice.

Research objectives

The overall objective of this project was to determine labelling levels with regard to the display of energy labels and to aid government jurisdictions in identifying suppliers at all levels of the distribution chain requiring assistance with their labelling responsibilities.

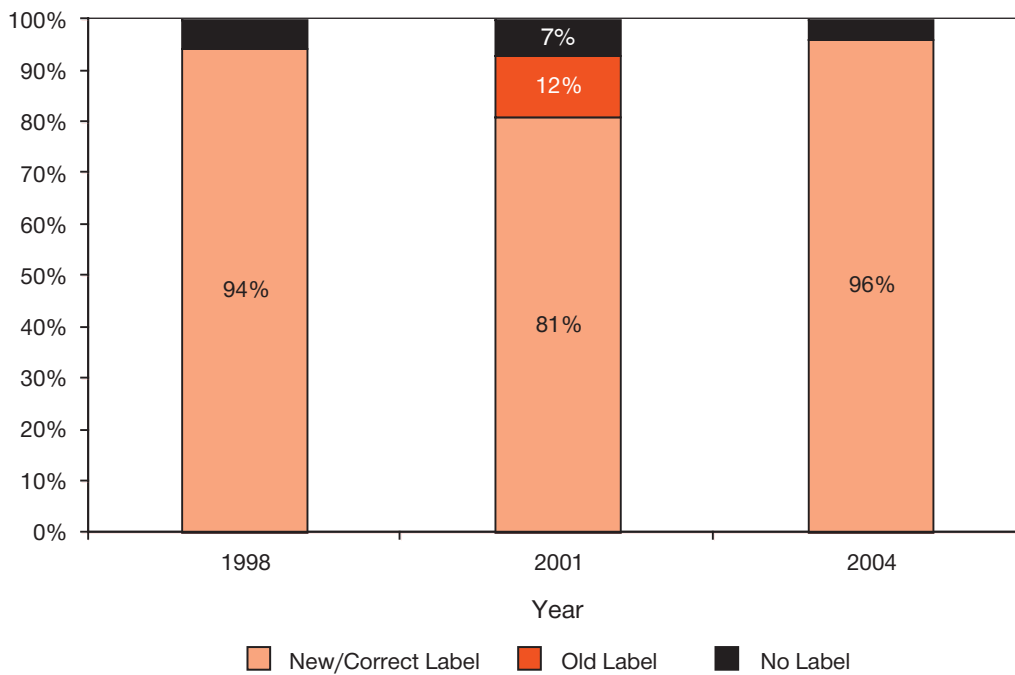
The survey was of retail outlets selling refrigerators, freezers, dishwashers, clothes washers and dryers in each of the eight state and territory capital cities and regional areas. The methodology was to survey all stock on display for sale and to record the number of labelled and unlabelled appliances.



Findings

- Some 373 retailers displaying 35,373 applicable electrical appliances were surveyed.
- **96%** of all appliances examined bore the correct energy label, while 4% were either unlabelled or displayed a redundant label.
- The results show an improvement from the levels reached in 1998 (94%), and in 2001 (arguably 93%, as it measured the transition between two energy labels - 81% displaying the new label plus 12% still displaying the older style label). These earlier studies also included air conditioners, a product that will be surveyed in 2005.

National Energy Labelling Results by Year



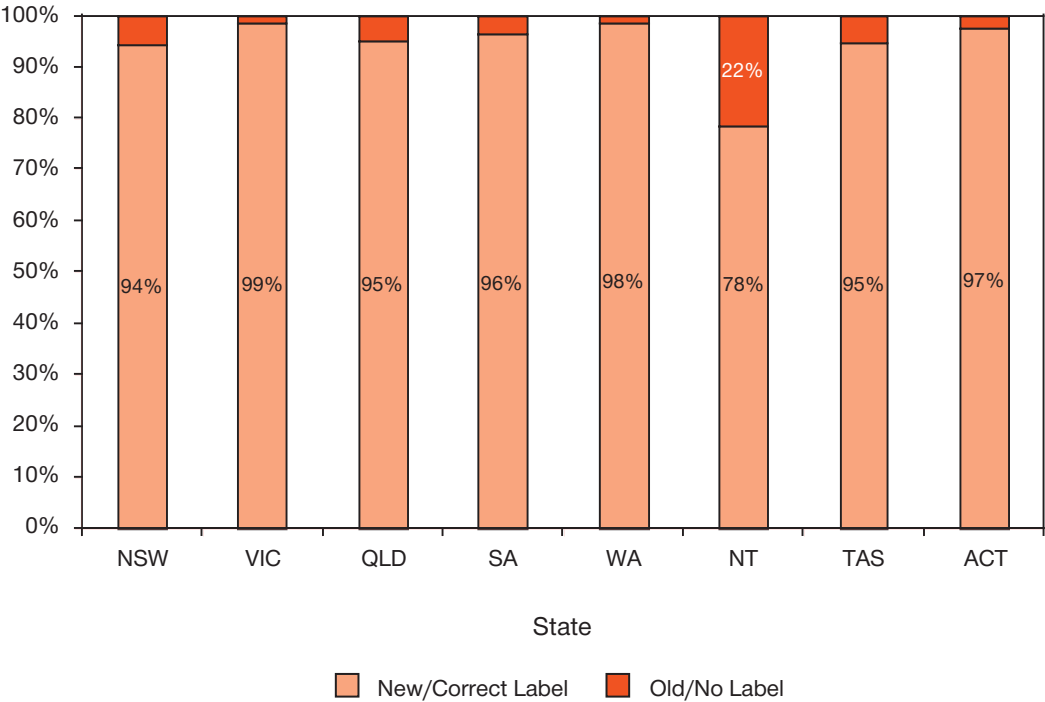
State results

The results by jurisdiction, with one exception, fell within a narrow band.

- New South Wales had an overall energy labelling rate of 94%.
- Victoria had an overall energy labelling rate of 99%.
- Queensland had an overall energy labelling rate of 95%.
- Western Australia had an overall energy labelling rate of 98%.
- South Australia had an overall energy labelling rate of 96%.
- Tasmania had an overall energy labelling rate of 95%;
- ACT had an overall energy labelling rate of 97%.
- Northern Territory had an overall energy labelling rate of 78%.

With one exception, all jurisdictions were within minus 2% or plus 3% of the national average. The Northern Territory results for appliances other than clothes washers were also within this general range. The survey found 176 unlabelled clothes washing machines in the Northern Territory, giving it only a 17% compliance level for this category of product (83% unlabelled). As a consequence of this result, remedial action has been launched in that jurisdiction targeting this appliance type.

Energy Labelling Results by State



Appliance and retailer network results

The results show some appliance type variation:

- Clothes dryers – 98%
- Refrigerators and freezers – 97%
- Clothes washers – 96%
- Dishwashers – 92%

Retailer network brands results

The survey found strong support for the energy label within the vast majority of retail outlets and from most national suppliers. The distribution frequency of the 37 brands defined as national (more than 25 units on display), demonstrates this retailer network and major supplier support.

Some 17 national brands (defined as having 25 or more units on display) in retail stores recorded higher rates than the national average.

National Brand Distribution Frequency

Labelling Compliance Level Interval	Survey Result Brand Numbers
>95% to 100%	23
>90% to 95%	4
>80% to 90%	7
>65% to 80%	2
>50% to 65%	1

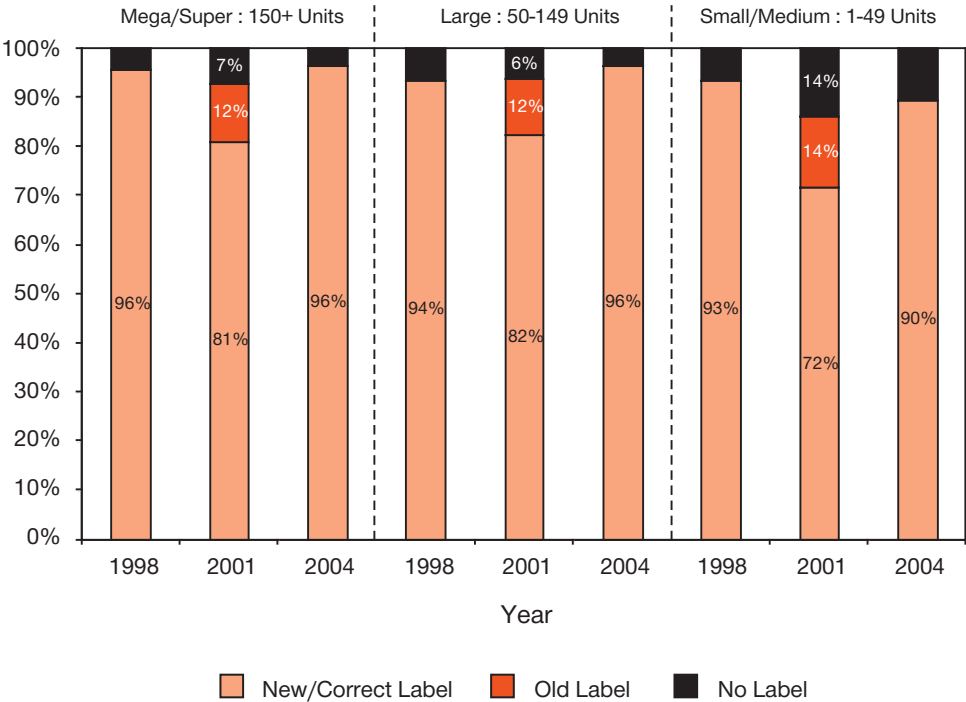
Brands with Higher Labelling Results

Brand	On Display (n)	Correct Label (%)	
1	Andi	57	100%
2	Conia	41	100%
3	Indesit	41	100%
4	Sharp	41	100%
5	Kelvinator	1,869	99%
6	Samsung	1,650	99%
7	Electrolux	428	99%
8	LG	3,550	98%
9	Haier	261	98%
10	Fisher & Paykel	7,098	97%
11	Westinghouse	5,593	97%
12	Simpson	2,777	97%
13	Hoover	1,700	97%
14	Hitachi	275	97%
15	Centrex	250	97%
16	Dishlex	198	97%
17	Mitsubishi Electric	189	97%

Store Size Breakdown

The following figure shows the results for each of the store size categories surveyed in 1998, 2001 and 2004. Generally, Megastores had good compliance for all three surveys. Large stores have shown an improvement in compliance up to the 2004 survey and are now comparable with Megastores. Small/medium stores showed a deterioration in compliance in 2004, suggesting an area that requires greater scrutiny in the future.

National Energy Labelling Compliance by Size of Outlet and Year



The Australian Greenhouse Office has developed an information package to assist retailers comply with labelling requirements which will be released in 2005. The package will work with the national brand suppliers to communicate labelling responsibilities to their retail networks. While the package will be made available to national suppliers, the AGO has targeted working with retailers of three national brands (Amana, Lebherr and General Electric) as priorities in the near term.

Overseas comparisons

The following table gives a visual impression of the greater stakeholder support for the Australian energy label than in many other countries. This comparison records survey results publicly available for these countries.

Overseas Energy Labelling Compliance Levels

Country	Energy Labelling Compliance Level	Study Year
Denmark	86%	2001
Finland	56%	2004
Germany	36%	2001
New Zealand	90%	2003
Sweden	87%	2002
Switzerland	69%	2004

