

# Energy Rating Labelling Program

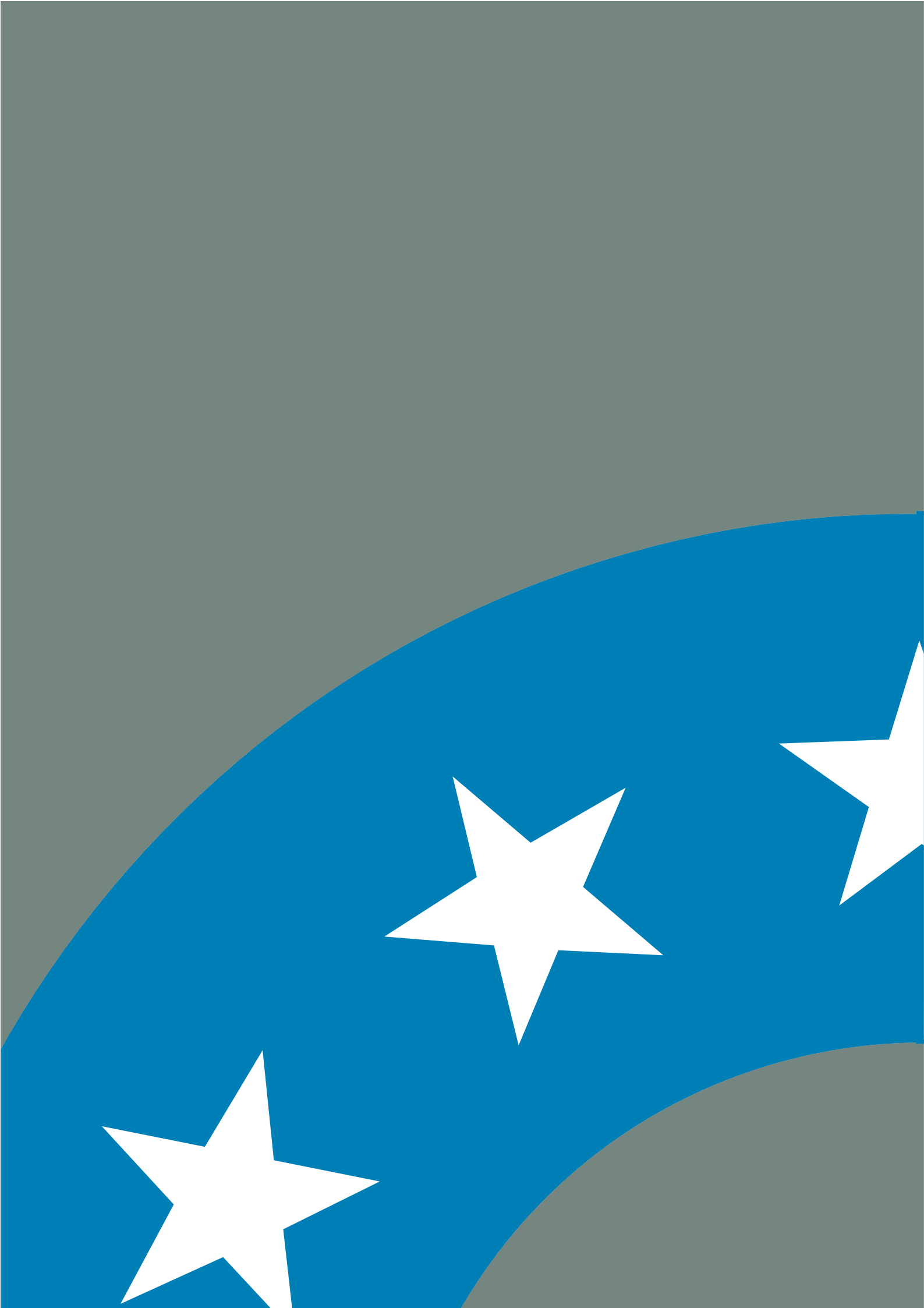
Air Conditioner Audit 2005



ENERGY  
RATING

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

Summary Report prepared by Energy Efficient Strategies  
December 2004



# Executive Summary

## Energy Rating Labelling Program – Air Conditioner Audit 2005

### 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 February 2005. Millward Brown Asia Pacific undertook similar studies in 1998 and 2001. The purpose of this study is to provide an ongoing quantitative assessment of labelling levels for Australia's appliance energy efficiency program.

This document reports the 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 100 retail outlets selling single phase air conditioners in each Australian state and territory capital cities. The methodology was to survey all stock on display for sale in those stores and to record:

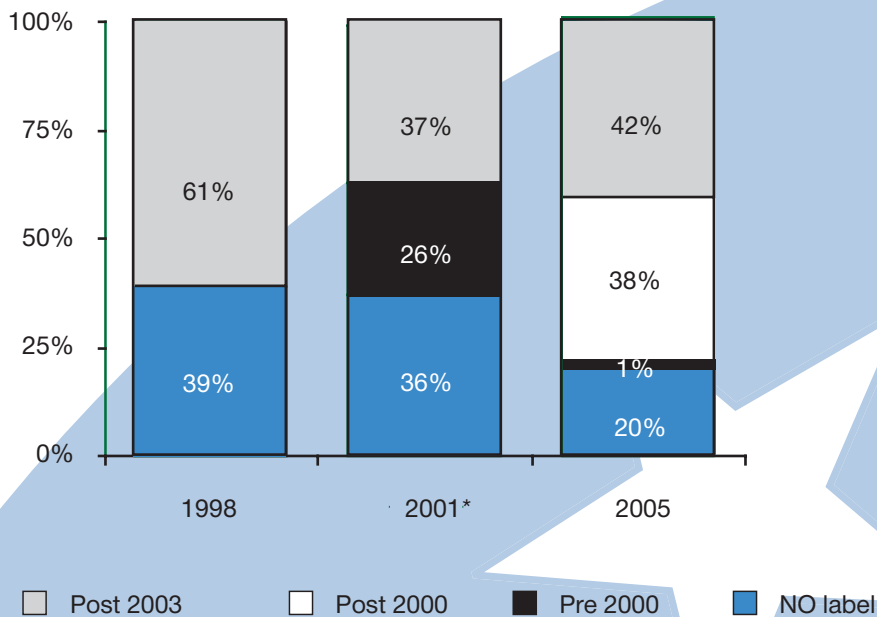


- the number of appropriately labelled (post 2003 and post 2000 versions of the energy star rating label are valid labels);
- inappropriately labelled (pre 2000 labels should no longer be displayed); and
- unlabelled appliances.

# Findings

- 100 retailers offering for sale 1,554 applicable electrical appliances were surveyed.
- 80% of all appliances examined bore an appropriate energy label, while 20% were either unlabelled or displayed a redundant label.
- The results show an improvement from the levels reached in 1998 (61%), and in 2001 (arguably 63%<sup>1</sup>, as it measured the transition between two energy labels).
- The results compare unfavourably with the 96% labelling result gained for major electrical appliances in a survey in 2004 suggesting remedial action is warranted.

**National Energy Labelling Results by Year**



\* Note: 2001 includes metropolitan and regional areas

1 The two elements that make up this number have been rounded to the nearest whole percent.

## Retailer network 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 15 brands defined as national (more than 25 units on display), demonstrates this retailer network and major supplier support.

### National Brand Distribution Frequency

Labelling Compliance Level Interval	Survey Result Brand Numbers
>90% to 100%	3
>80% to 90%	4
< 80%	8

Some 7 national brands (defined as having 25 or more units on display) in retail stores recorded higher rates than the national average of 80%. Three of the seven have done even better than that and have recorded results of 90% and above.

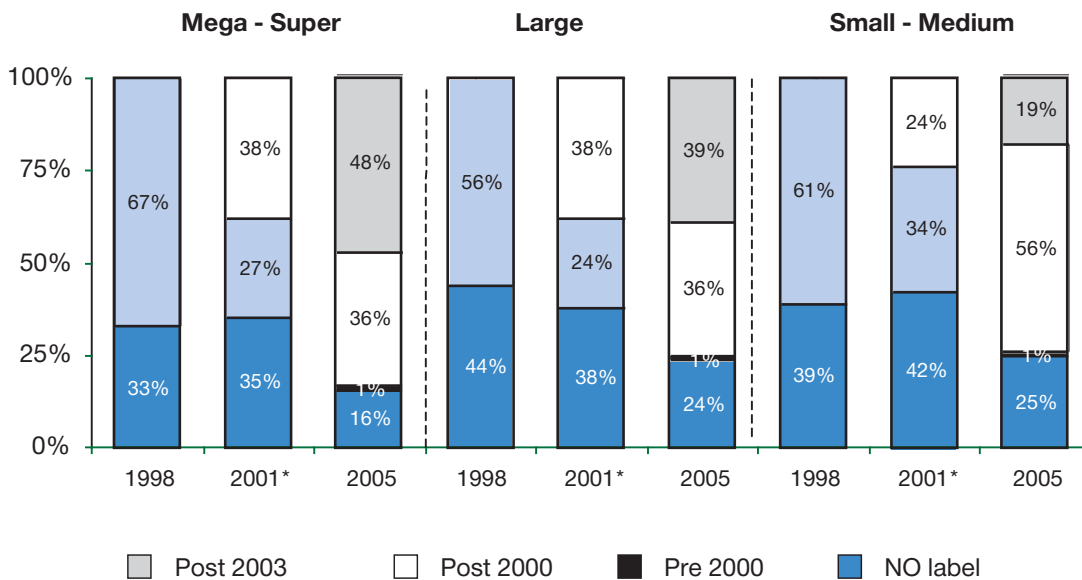
### Brands with Higher Labelling Results

	Brand	On Display (n)	Appropriate Label (%)
1	Electrolux-Kelvinator	112	96%
2	Celsius	30	90%
3	Kelvinator	60	90%

# Store Size Breakdown

The following figure shows the results for each of the store size categories surveyed in 1998, 2001 and 2005. All store types have shown an improvement in compliance over the three surveys. Mega-Super stores have the highest level of compliance in the 2005 survey, followed by Large stores and Small-Medium stores respectively.

**National Energy Labelling Compliance by Size of Outlet and Year**



\* Note: 2001 includes metropolitan and regional areas

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 assist them to communicate labelling responsibilities to their retail networks. While the package will be made available to all national suppliers, the AGO has targeted working with retailers of eight national brands (Airwell, Blueway, Centrex, Daikin, Hitachi, LG, Panasonic and Samsung) as priorities in the near term.