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# Australian and New Zealand labelling experiences

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Presentation to CLASP Asia  
Regional Symposium

# What I will cover

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- ✍ Status of electrical appliance labelling in Australia and New Zealand
- ✍ Recent changes to the label
- ✍ First results of the changes
  - » Compliance
  - » Energy Efficiency Ratings

# Labelling in Aust. & NZ

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- ✍ Established in Australia in 1986
  - » 2 largest States first, then national
- ✍ Not mandatory in NZ, but labels common
  - » new government intends to legislate
- ✍ Many unifying elements
  - » same manufacturers & importers
  - » same test standards (AS/NZS)
  - » Closer Economic Relationship (problem?)

# Status of labelling – electrical

Product	Australia	New Zealand
Refrigerators	Mand. – 1986	Voluntary
Freezers	Mand. – 1986	Voluntary
Dishwashers	Mand. – 1987	Voluntary
Airconditioners	Mand. – 1988	Voluntary
Clothes washers	Mand. – 1990	Voluntary
Clothes dryers	Mand. – 1989	Voluntary
Water heaters	None (MEPS)	Vol (WM)

# Need for change

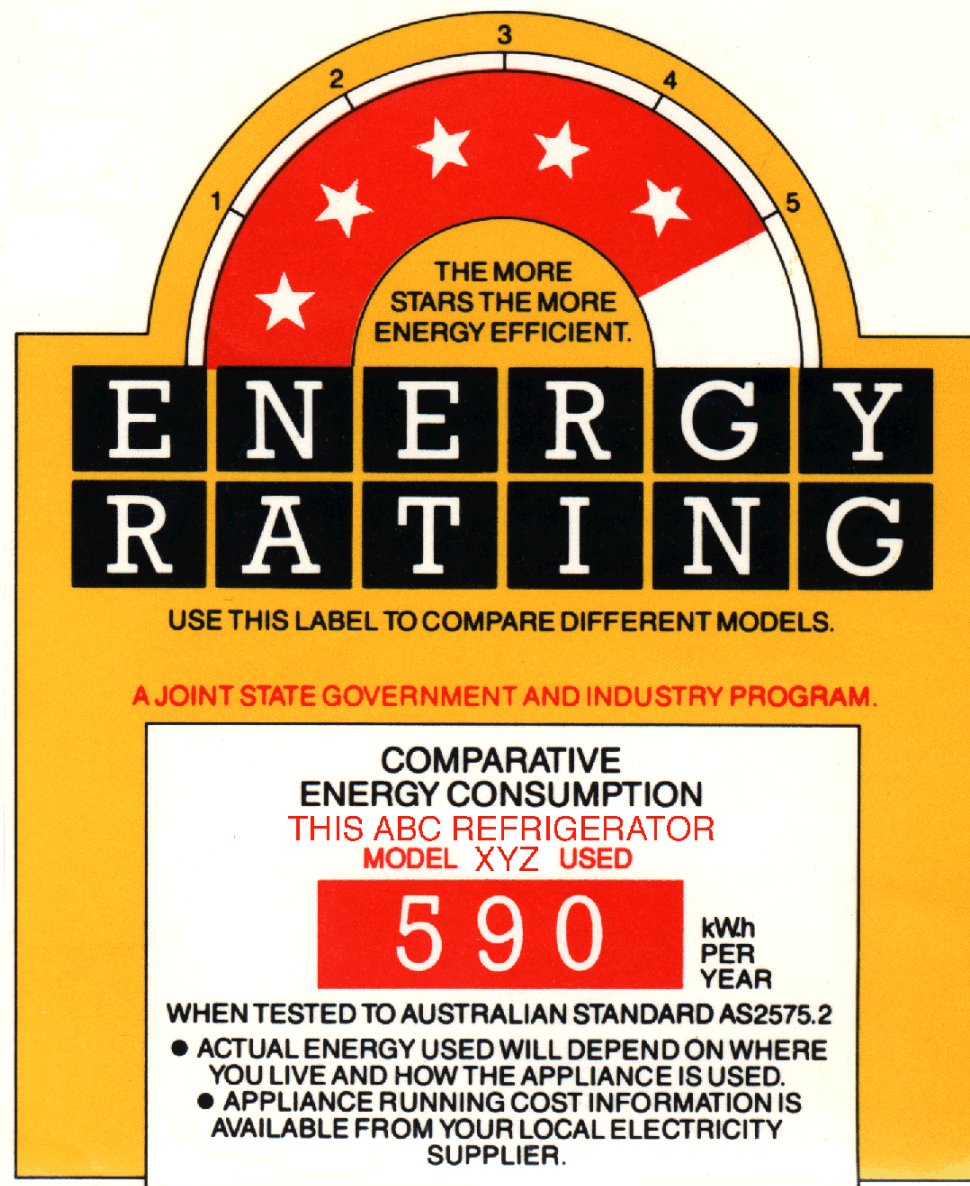
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- ✍ First review of program in 1991 found “crowding” at top of scale
  - » many 5 And 6 star models
  - » reduced incentive for further improvement
- ✍ No easy way to change label or tests
  - » needed coordination among 9 governments
  - » new regulatory and Standards system
- ✍ Took 8 years to complete change

# Changes made in 2000

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- ✍ New label design
  - » tested with consumers
- ✍ New rating algorithms
  - » Fewer stars for same energy efficiency
- ✍ Improvements in test
  - » But old results OK, except for dishwashers
- ✍ Deregistration of old products
  - » 70% of registrations no longer sold



The more stars the more energy efficient

# ENERGY RATING

*A joint government and industry program*  
Kustom Kooler refrigerator Model 380

Energy consumption

**670**

kWh per year

When tested in accordance with AS/NZS 4474.2.  
Actual energy use and running costs will depend on how you use the appliance.

Compare all models at [www.energyrating.gov.au](http://www.energyrating.gov.au)



# Transition (Australia)

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- ✍ Only new labels registered since Oct 2000
- ✍ Planned to reduce retailer/buyer confusion
  - » Only new labels in showrooms from Oct 2000
  - » Old labels can still appear on warehouse stock until Oct 2001 (Oct 2002 for airconds)
- ✍ First post-survey, November 2000
  - » 70% new, 21% old, 9% no label
- ✍ Previous survey, 1988
  - » 92% labelled, 8% no label

# Effects of 'de-rating'

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- ✍ 20 product categories
  - » 9 achieved 6 stars in 1999 (old label)
  - » 2 achieved 6 stars in 2000 (new label)
- ✍ Highest de-ratings:
  - » Chest freezers (3.5 stars)
  - » Upright frost free freezers (3.0)
  - » Side-by-side refrigerator/freezers (2.5)
  - » Dishwashers (2.5)

# Effects of de-rating (cont.)

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- ✍ Only one model rated 6 on both scales
  - » Heat pump clothes dryer
- ✍ Two categories had new, higher rating units
  - » Upright freezer (inverter) (5.5 stars)
  - » Wine storage refrigerator (6.0 stars)

# Conclusions

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- ✍ Transition going fairly smoothly
  - » original 6 month timetable too ambitious
  - » full scale survey planned early 2001
- ✍ Has achieved objective of freeing space at top of scale
- ✍ New, more efficient products appearing
  - » Scoring well on new scale; old ones not
- ✍ Follow-up consumer research needed