

Expose into Energy Markets and the Default Market Offer [DMO7] 2025-2026

Part I:

Introduction to

*“Cracking the Energy Code: What Every
Small Business Should Know”*

NSW Small Business Energy Alliance

www.myalliance.com.au



NSW SMALL BUSINESS ENERGY ALLIANCE

YOUR TRUSTED ENERGY
CONSULTANCY & PROCUREMENT
PROFESSIONALS

MYALLIANCE.COM.AU

ADVOCATE

EDUCATE

COLLABORATE

Part I:

Cracking the Energy Code: What Every Small Business Should Know.

www.myalliance.com.au

Introduction:

Ever wondered why your energy bills feel like a puzzle you can't solve? Let's break it down and put you back in the drivers seat so you can take control of your electricity costs!"

What is the Default Market Offer (DMO)?

The DMO [Default Market Offer] is like a safety net for your energy bills. It's the *maximum* price energy retailers can charge small businesses on their standard plans. Think of it as the "recommended retail price" for electricity.

But..... and there's always a but.

Here's the catch:

The DMO isn't always the best deal—it's a benchmark to compare against. Smart businesses use the DMO to shop around for better offers & retailers also use the DMO to set the expectation

Part I:

Cracking the Energy Code: What Every Small Business Should Know.

www.myalliance.com.au

amongst consumers of the “standard price” in the market.

Don't be fooled the term “standard price” is often set very early in July and is often shuffled several times daily for the first 2 to 4 weeks in conjunction with market intel from other retailers to set the [maximum] price expectations in the market [you] to fool consumers into thinking this is the standard price BUT it is far from a standard price.

Retailers use the same government tools made available to consumers to spy on each other and use this data to drive the pricing to the highest level it can with one intention. To get the maximum revenue available out of consumers.

Give some thought to your fellow consumers within Embedded Networks , this same maximum pricing is often the only option available to those in embedded networks because of the absolutely anti-competitive

Part I:

Cracking the Energy Code: What Every Small Business Should Know.

www.myalliance.com.au

nature of embedded networks , especially for Small Market Retail tenants in Shopping Centre Embedded Networks .

Whats Next :

In our Next part in this expose series we will look into the role of the AER [Australian Energy Regulator] and the part they play in the Australian Energy Market.



Part I:

Cracking the Energy Code: What Every Small Business Should Know.

www.myalliance.com.au