



Energy Retailers Association of Australia

# Energy in 2014: more mines than field

**Cameron O'Reilly**  
Chief Executive Officer

28 May 2014



The collective voice of electricity and gas retailers

# About the Energy Retailers Association of Australia

- Peak body representing electricity and gas retailers in the national energy markets
- Members are mostly privately owned and vary in size
- Members are large, medium and niche retailers
- National coverage including Western Australia
- Members have more than 10 million customers – more than 3 million gas customers

# Our members



# Regulatory situation

Jurisdiction	Pathways to price deregulation
Victoria	Price monitoring 1 January 2009
South Australia	Price monitoring 1 February 2013
NSW	Moving to price monitoring 1 July 2014
Queensland	Commitment to price monitoring from 1 July 2015

## **Consumer benefits of energy price deregulation include:**

- product innovation
- improved customer service and responsiveness
- option to shop around for better offers
- save on the standing price

# What does energy price deregulation look like?

- Price monitoring to local regulators
  - Victoria [www.esc.vic.gov.au/](http://www.esc.vic.gov.au/)
  - South Australia [www.escosa.sa.gov.au/](http://www.escosa.sa.gov.au/)
- Governments retain power to re-regulate
- Implementation of non-price consumer framework – National Energy Customer Framework (NECF)

# Retailer market share

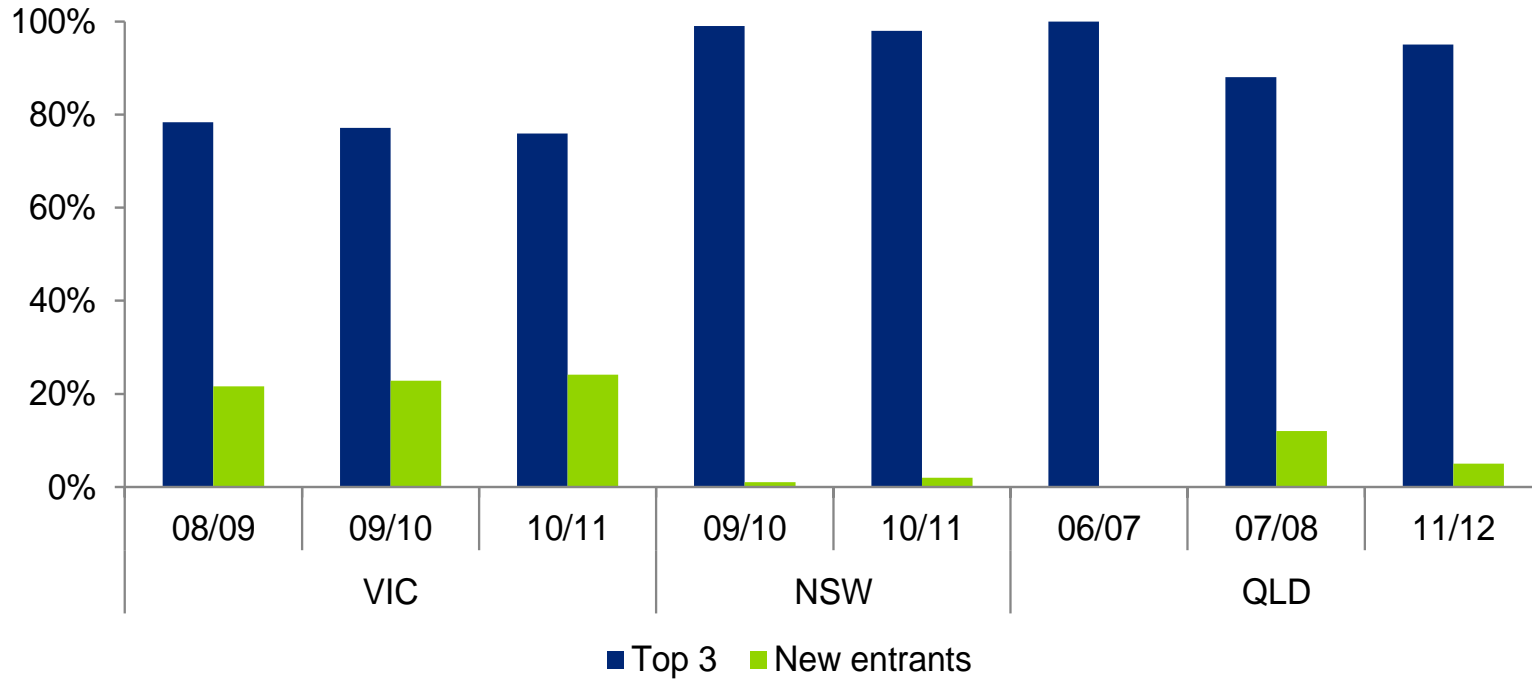
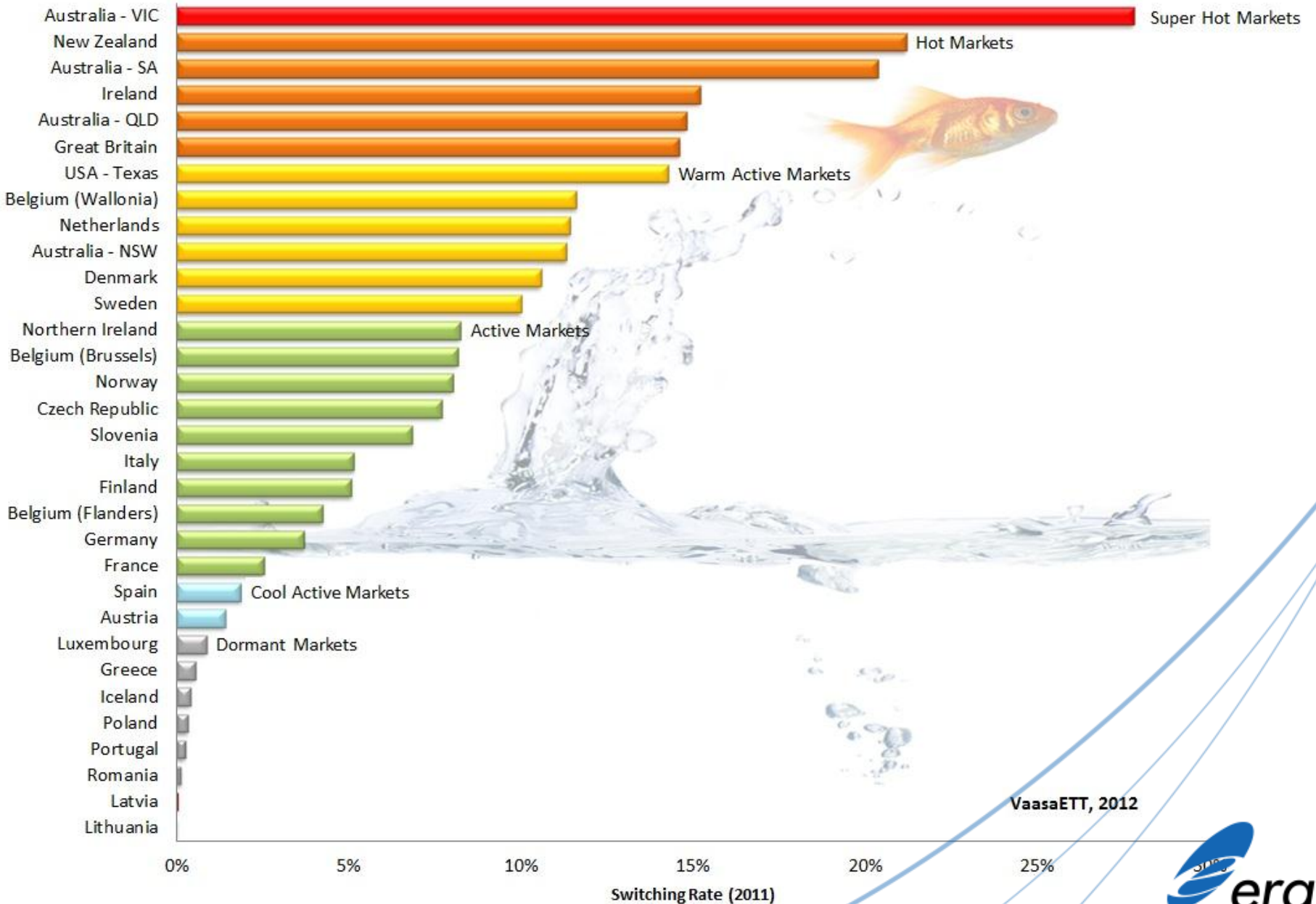


Diagram from research undertaken by Deloitte Access Economics 2012

# Levels of Switching Activity 2011





Energy Retailers Association of Australia

Further information:

[www.eraa.com.au](http://www.eraa.com.au)



The collective voice of electricity and gas retailers