

# Submission on the Electricity Authority consultation paper “Retail data project. Issues paper”

## Response from Flick Energy Ltd

Dated 11 March 2014

For email to [submissions@ea.govt.nz](mailto:submissions@ea.govt.nz) by 5pm, 11 March 2014

## Flick Submission Responses

Q#	Consultation question (& Flick comments)	Flick Response
Q1	Do you agree that there is incomplete data about retail costs and prices?	Yes
Q2	Do you agree that the consequences of incomplete data include inefficient decisions and reduced confidence in retail competition?	Yes
Q3	Do you agree that there is incomplete information about retail tariffs?	Yes
Q4	Do you agree that there is incomplete information about consumption data?	Yes
Q5	Do you agree that these issues inhibit effective decision-making by consumers?	Yes
Q6	Do you agree that the perception of the electricity retail market as competitive is important for the efficient operation of the electricity industry?	Yes
Q7	Do you consider that the various survey findings on perception of competitiveness in the retail energy market align with reality? Please describe your understanding of current perceptions of retail competition.	Yes
Q8	Do you agree with the objectives of part 1?	Yes
Q9	What comments do you have on the Authority's preliminary thinking on how to achieve the objectives of part 1? No additional comment	
Q10	Are there alternative approaches that you would like the Authority to consider in part 1?	No
Q11	Do you agree with the objectives of part 2?	Yes
Q12	What comments do you have on the Authority's preliminary thinking on how to achieve the objectives of part 2? Flick would like further information about who is proposed to maintain the Retail Tariff Database (Authority, independent contracted resource, or Retailers themselves?).  Flick would like more information as to who may act as the consumer intermediary. Is an independent and funded entity (such as Consumer or EECA) proposed to provide such a service to end-consumers, if consumers will be unable to access this database directly? Or will Retailers and other service providers (such as energy brokers) present information to their own existing and/or potential customers?  Flick support the inclusion of dual fuel tariff plans, as our indications are that this will assist significant numbers of consumers.	
Q13	Are there alternative approaches that you would like the Authority to consider in part 2?	No
Q14	Do you agree with the objectives of part 3?	Yes
Q15	What comments do you have on the Authority's preliminary thinking on how to achieve the objectives of part 3? This is potentially a complex development requirement, either across all retailers, or all MEPS. It could be observed that for every Retailer to develop such a template to accommodate multiple meter types, across potentially multiple meter equipment providers, would likely be resource-intensive, in terms of both cost and time.	

<b>Q16</b>	<b>Are there alternative approaches that you would like the Authority to consider in part 3?</b>	No
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For any questions relating to this submission, please contact:

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