

1		Yes
2		Yes
3		Yes
4	Not in every situation but generally	Yes
5	Not having clear & comparable data inhibits decision making.	Yes
6	Perception is very important, one must believe in it to accept it.	Yes
7	Perceptions do vary between different people and sectors of society, but in general the electricity market is not perceived to be competitive, because the data available is confused, non standard and lacking.	Yes
8		Yes
9	Your thinking is reasonable, but I would like to have read a list of practical steps that you are going to take to achieve the outcomes that are required.	
10	The two words that have been used in the Authority's objectives are, promote and enable. I would like to see the words, act or action. Motivation is needed to make things happen.	
11		Yes
12	What you want to achieve is something that is required.	
13	Again the word, promote is your main focus followed by the words, facilitating, reducing and recognition. Where is the action?	
14		Yes
15	All of points raised make sense and are worth pursuing.	
16	Again the word promote is the main focus followed by those words, facilitating, reducing and recognition. I believe in a practical approach which requires clear and positive actions if you are achieve results.	
17	The approach is acceptable, but it does need clear and strong leadership to reach the desired objectives.	
18	I do not have any topics to suggest so much as objectives that would help provide the basic residential consumer with the tools to assist them make clear and reasonable decisions as to who is offering the most appropriate tariff for them. These being clear and transparent accounts, standardisation of accounts, all tariffs publicly listed, banning of back street Asian style battering to retain customers, that is no more of this is a special price just for you mentality.	
19	I could provide a copy of a Grey Power Electricity account if this would help, all the charges are clear and transparent and there aren't any back street secret deals to retain customers.	

The Grey Power Federation supports any and all attempts to provide the public with true competitive choice, it is and has been part of the Federations policy for some years that all accounts should be fully transparent and that they should be able to be compared without the average citizen becoming totally bewildered.

The public must be able to compare Apples with Apples and Oranges with Oranges and electricity account with electricity account, what we have now is anything but a simple

comparison and the consumer who does make the effort to compare ends up in most cases having to rely entirely on the contact centre staff of their proposed choice of new retailer to tell them what they are going to save, if they make the change. As they say on those Tui billboards, “Yeah right”.

The Grey Power Federation supports the need for the Electricity Authority to have access to all the relevant data to assist them to prepare and to provide the industry with clear and accurate information on trends, competition and movements and to provide accurate predictions for the future development of the electrical industry based on that data.

This submission has been prepared for and on behalf of the Grey Power Federation Incorporated.

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