



22 October 2024

Electricity Authority
P O Box 10-041
Wellington

By email: retaildata@ea.govt.nz

Dear team

Re: Consultation Paper

Flick supports the Authority's increased focus on monitoring competition in electricity retailing. However, competition is negatively impacted when regulatory burdens consume capital that would otherwise be invested in acquiring new customers or developing innovative new products and services for the long term benefit of consumers.

Flick suggests the Authority review the wide range of information being requested and prioritise collecting information that is necessary to undertake robust analysis of the degree of competition in the retail market at this time (for example, we suggest information about disconnection does not provide any insights into whether the retail market is workably competitive). Collection of the proposed full set of information should be staggered. This will assist retailers, as well as the Authority, in resourcing this new obligation.

Your Sincerely

Pavan Vyas

Chief Executive, Flick Electric