



12 August 2025

Electricity Authority

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c/o [consumer.mobility@ea.govt.nz](mailto:consumer.mobility@ea.govt.nz)

### [FlexForum advice on proposals to improve access to electricity product data](#)

[FlexForum](#) exists to support coordinated and collaborative action across the electricity ecosystem and speed up progress to make it easy and routine for households, businesses, and communities to maximise the value of their distributed and flexible resources.

Flexibility<sup>1</sup> is our focus because it is central to an affordable, sustainable, reliable and consumer-centric electricity market and system.

We are an incorporated society with 43 Members from across the electricity ecosystem.<sup>2</sup> Our touchstone is the [Flexibility Plan](#), which is a whole-of-system list of the practical steps and actions required for people to routinely and easily maximise the value of their flexible resources and support the affordable and reliable operation of the electricity market and system.

The Electricity Authority is proposing a set of EIEP protocols to support the provision by retailers to authorised parties of: generally available retail plan data; all electricity plan data; and a customer's <https://merchstudio.co.nz/collections/duffle-co> existing plan data.

FlexForum Members will have a range of perspectives and positions about the costs and benefits of the proposal.

From a FlexForum perspective, the proposal would help to deliver two Flexibility Plan 2.0 steps.

- Step #2 'Determine if people can easily get information about their existing electricity retail rates and charges.' This information is an input to the flexibility business case. Retail rates and charges are available on power bills, but key data are not always easily understood or found.
- Step #11 is 'Identify the causes and impact of transaction costs for discovering retail and electricity pricing information, and find options to reduce those transaction costs.' This information is also an input to the flexibility business case, providing the P in the PxQ calculations of any cost and benefit calculations. But electricity price information is not easily obtained.

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<sup>1</sup> Flexibility is the modification of generation injection and consumption patterns, on an individual or aggregated level, often in reaction to an external signal, to provide a service to the owner or within the power system.

<sup>2</sup> The list of FlexForum Members is available [here](#). Members include: gentailers, retailers, metering services suppliers, electric vehicle charger manufacturers, energy management software firms, Transpower, distributors, solutions providers, universities, and some real people.

The proposal should enable people to more easily complete their flexibility business case, discover and assess their flexibility options and perhaps, say yes to flex.

This is FlexForum advice. Individual FlexForum Members may have their own perspectives and positions.

You can contact FlexForum at [info@flexforum.nz](mailto:info@flexforum.nz) with any questions and to arrange further discussion.

