

2023/24 Consumer Care Guidelines Annual Alignment Statement Report

21 November 2024

Executive summary

This report presents electricity retailers' self-assessed statements of alignment with the Consumer Care Guidelines (Guidelines) for the period 1 July 2023 to 30 June 2024. This will be the final self-assessed annual alignment report before the Guidelines transition into enforceable Consumer Care Obligations (Obligations).

Key results from this year's report

Of the 48 retailers who provided alignment statements for the 2023/24 reporting period, 43 self-reported full alignment with the Guidelines. Accounting for their combined customer base this means around 96% (~1.89 million residential installation control points - ICPs) of New Zealand's residential consumers are covered by a power company in full alignment with the Guidelines. This is a small increase in the proportion of ICPs that are fully covered by the Guidelines from last year's assessment. The majority of the remaining 4% of ICPs are serviced by a retailer who is partially aligned with the Guidelines.¹

Large and medium sized retailers

All six large retailers reported full alignment, three of which stated use of alternative actions for some parts of the Guidelines.

Six of the seven medium retailers reported full alignment. Of these six, four stated use of alternative actions to achieve some parts of the Guidelines.

In the past year large and medium retailers have continued to report full alignment with parts of the Guidelines related to protections for medically dependent consumers.

Small retailers

Thirty-one of the thirty-five small retailers who submitted alignment statements reported full alignment, five of which stated use of alternative actions.

Small retailers' overall alignment has improved since the 2022/23 reporting period.

The Authority's commitment to strengthening consumer protections

In September, the Electricity Authority Te Mana Hiko (the Authority) received submissions to our consultation on the proposed Obligations. This feedback provided valuable insights into how retailers are interpreting and applying the Guidelines in practice, and the workability issues associated with the Guidelines.

We appreciate the effort retailers invested in their feedback on the proposed Obligations. It is directly informing our final decisions, helping to ensure the Obligations deliver clear and workable consumer protections.

Some submission feedback received raised concerns for the Authority when compared with information provided in alignment statements. We followed up with these retailers to confirm our understanding of how they were interpreting and aligning to the Guidelines. As a result of this process one retailer changed their status from fully aligned to fully aligned using alternative actions. Several other retailers explained how they interpreted the relevant recommendations in the Guidelines and confirmed their view that they are fully aligned.

¹Of the 4%, we estimate around 3,000 ICPs are serviced by a retailer who did not submit an alignment statement for this reporting period.

Having considered these responses, the Authority has concluded that the voluntary nature of the Guidelines, and broad wording used in some recommendations, has led to differing interpretations of the Guidelines by retailers.

Additionally, a retailer's ability to align using alternative actions means there will likely be differences in how retailers who report alignment to the Guidelines are doing so in practice.

These observations reinforce the importance of mandating the Guidelines to ensure clear, certain and consistent consumer protections and accountability across the industry.

Next steps

This is the third and final annual alignment report under the voluntary Guidelines. Under the mandated Obligations this reporting process will be replaced by a new compliance regime.

We would like to thank retailers who have participated in this year's alignment report while also preparing their businesses for the implementation of the mandatory Obligations.

The Authority remains committed to working closely with retailers to ensure a smooth transition from the Guidelines to the Obligations, to ensure consumers in Aotearoa receive a consistent and supportive minimum standard of care, no matter which power company they choose.

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1. Purpose

- 1.1. The 2023/24 Consumer Care Guidelines Annual Alignment Statement Report (alignment report) summarises the findings from electricity retailers' self-assessed statements of alignment with the Consumer Care Guidelines (Guidelines) from 1 July 2023 to 30 June 2024.

2. Context

- 2.1. The voluntary Guidelines have been in effect since 1 July 2021 and the Authority has been monitoring alignment through the self-assessed alignment reports since 2022.
- 2.2. Under the Guidelines, retailers should provide the Authority with a Consumer Care Annual Alignment Statement (alignment statement), signed by their Chief Executive (or an equivalent) that outlines their level of alignment with the recommendations of the Guidelines over the course of each financial year (1 July to 30 June).

3. Understanding this report

Alignment statements are voluntary and self-assessed

- 3.1. Due to the voluntary nature of the Guidelines, not all eligible respondents submitted alignment statements for the 2023/24 alignment period. The Authority encouraged all known eligible retail brands to submit a statement and worked with those less familiar with the Guidelines or the Authority's information systems, to answer questions wherever possible.
- 3.2. The results presented in this report are based on a self-reporting process. Each eligible retail brand was asked to state their alignment with the recommendations in Parts 2 to 10 of the Guidelines. All statements provided have been certified by the Chief Executive or a suitable equivalent in the organisation of each eligible retail brand.
- 3.3. The Authority acknowledges that self-reporting is subjective, and variations can emerge, for example, retailers may have divergent interpretations of the Guidelines' recommendations and what they consider to be an acceptable minimum standard of conduct.
- 3.4. In this context, self-reporting biases may be included in this report. However, the responses provided are presented as submitted.

Improving our reporting process

- 3.5. This year we improved our data collection process by enabling participants on the register² that hold an 'electricity retailer' identifier to opt-out of the alignment review process if they do not supply electricity to domestic consumers.

² "Participant Register: A register of all participants in New Zealand's electricity industry", Electricity Authority Te Mana Hiko, accessed August 2024. <https://register.ea.govt.nz>

- 3.6. We note the ‘electricity retailer’ identifier used on the register does not capture the same meaning as the term ‘retailer’ used in the Guidelines.³
- 3.7. To provide clarity to participants who received this information request, we added a new question to the alignment statement form (see Appendix E): “Does the disclosing participant supply any domestic consumers?”
- (a) Answering ‘no’ to this question would allow the participant to skip to the end of the form, provide a signature and identifying details to declare their submission is accurate and complete, and submit the form. These statements have been classified as ‘ineligible’ as they do not supply electricity to domestic consumers.
 - (b) Answering ‘yes’ to this question would allow the participant to see the questions pertaining to alignment with the Guidelines for them to complete.
- 3.8. This new question enabled participants on the register that do not supply electricity to domestic customers to clarify their eligibility for the alignment review process, and as such ‘opt-out’ of participation. The change has also supported the Authority to increase our understanding of participants with ‘electricity retailer’ identifiers on the register and their consumer base.

Fact-checking

- 3.9. Each year, as part of our reporting process and ahead of publishing the report, the Authority carries out fact-checking with retailers to ensure we have interpreted information provided, or not provided, correctly.
- 3.10. For the 2023/24 report, we contacted:
- (a) Retailers who provided alignment statements that appeared to be inconsistent when compared with their respective submissions on the proposed Consumer Care Obligations consultation
 - (b) Retailers who provided alignment statements resulting in non-alignment to some or all parts of the Guidelines
 - (c) Retailers who were contacted to provide an alignment statement but did not submit.
- 3.11. As a result of this fact-checking exercise:
- (a) Several retailers explained how they interpreted the relevant recommendations in the Guidelines and confirmed their view that they were fully aligned
 - (b) One retailer changed their reporting from fully aligned, to fully aligned using alternative actions
 - (c) Two additional retailers submitted their alignment statements for 2023/24.

³ See page 3, “Definitions and interpretation”, of the [Consumer Care Guidelines](#):

Year by year comparisons

- 3.12. Where appropriate, the findings of the 2023/24 Alignment report are presented in comparison to the findings of the 2022/23 Alignment report.
- 3.13. This report specifically requested information from individual retailers operating in the market, since some retailers operate multiple retail brands under the same ownership model.
- 3.14. As was the case for previous alignment reports, the 2023/24 responses are divided into three size categories based on the number of residential ICPs held by each retail brand as at 30 June 2024, using the following division:
 - (a) **Large:** brands with 100,000 or more ICPs
 - (b) **Medium:** brands with between 10,000 and 99,999 ICPs
 - (c) **Small:** brands with less than 10,000 ICPs.

A note on the definition of 'partial alignment' and 'alternative action'

- 3.15. The term 'partial alignment' is used for retailers that selected 'yes' to some parts of the Guidelines and 'no' to others.
- 3.16. Retailers can align with the Guidelines by adopting the recommended actions in the Guidelines, or by taking 'alternative actions' that achieve the purpose and outcomes in Part 1 of the Guidelines. Retailers who selected 'yes' to alignment were asked to confirm whether they were aligned by taking alternative actions.
- 3.17. **Appendix B** provides summary tables of retailers' self-reported alignment with the Guidelines for the 2023/24 reporting period.

Changes to the size of retailers and their activity

- 3.18. There were 13 large and medium retailers captured for this 2023/24 reporting period. The previous reporting period documented 14 retailers belonging to this category.
- 3.19. Trustpower's retail business was acquired by Mercury in 2022. Residential customers formerly under Trustpower were transferred to Mercury before the reporting period for 2023/24 explaining Trustpower's inclusion in the 2022/23 list of large retailers, and absence from the 2023/24 list of eligible retailers.⁴
- 3.20. Frank Energy was classified as a 'medium' sized retailer for the 2022/23 reporting period. This reporting period it is classified as a 'large' sized retailer as it now services more than 100,000 ICPs.
- 3.21. These changes will affect the comparisons made, and resulting findings. Where appropriate, we have endeavoured to explain where these changes impact our findings, and how they have been accounted for.

⁴ Mercury acquired Trustpower Limited's retail business. Trustpower's commercial and industrial business has continued under the name of Manawa Energy. Manawa Energy does not supply electricity to domestic consumers and therefore was ineligible to submit an alignment statement for this reporting period.

4. Findings from the 2023/24 alignment report

Engagement with the alignment report has increased

- 4.1. A total of 138 participants on the register who held 'electricity retailer' identifiers were contacted to participate in the 2023/24 alignment review process. Of those who were contacted, 86 participants responded and engaged with the Authority's reporting process. In the 2022/23 alignment review process, 54 participants were contacted and 45 retailers responded.
- 4.2. As a result of the improvements made to the alignment report form (described in paragraph 3.5), 38 retailers were able to declare that they did not supply electricity to domestic consumers for this reporting period, and as such did not need to provide an alignment statement.

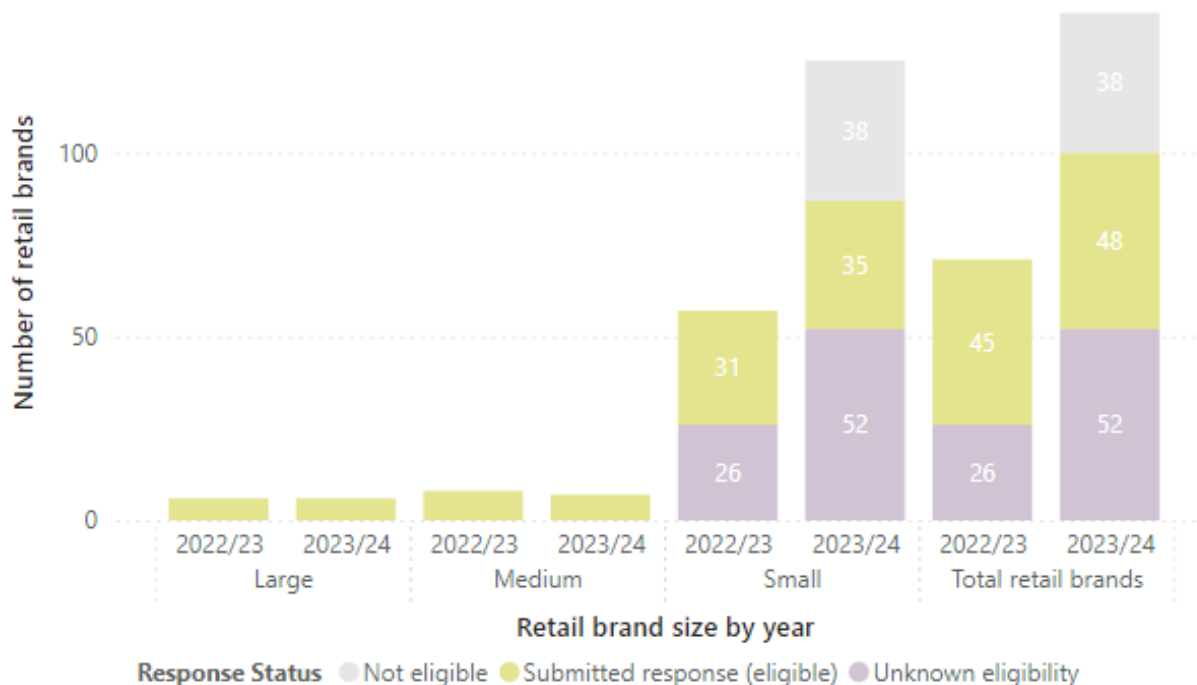
The Authority received 48 alignment statements in total

- 4.3. Forty-eight retailers provided alignment statements for 2023/24, this is three more alignment statements received in comparison to the previous reporting period.⁵
- 4.4. Broken down by retailer size, we received:
 - (a) six alignment statements from large retailers
 - (b) seven alignment statements from medium retailers
 - (c) thirty-five alignment statements from small retailers.
- 4.5. A remaining 52 participants did not provide a response. These participants have been categorised as 'unknown eligibility'.

⁵ We note there are several changes between the retailers who responded to the previous reporting period, and to this reporting period (mostly within the small retailer category). This change in makeup of the retailers submitting alignment statements reflects a combination of retailers becoming ineligible due to changes to their business model (cease of supply to domestic consumers), retailers ceasing trading, previous respondents not engaging with this alignment review process, new retailers entering the market and successfully engaging, and non-responsive retailers for previous alignment periods providing a response for this year.

4.6. The Authority’s ICP information⁶ indicates all large and medium retailers service 98% of all residential ICPs, suggesting that the ‘unknown eligibility’ category likely includes small retailers that did not engage with the process.

Figure 1: Number of retailers and response rate

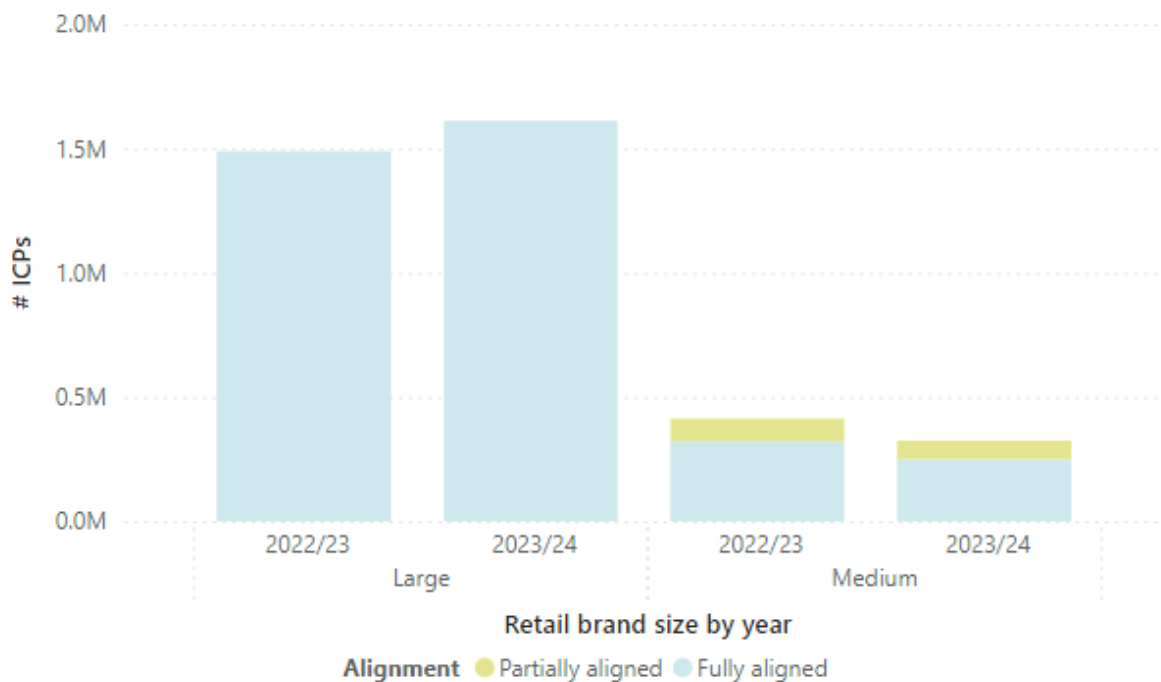


Large and medium retailers report continued high levels of alignment with the Guidelines

- 4.7. Large and medium retailers self-reported the same levels of alignment with the Guidelines compared with results from the 2022/23 Alignment report.
- 4.8. All 13 large and medium retailers provided self-assessments for the 2023/24 alignment period. This is consistent with the response rate for the 2022/23 reporting period.

⁶ This information can be found on the Electricity Authority’s Electricity Market Information (EMI) website:
https://www.emi.ea.govt.nz/Retail/Reports/R_MSS_C?DateTo=20240630&RetailEntity=Trader&MarketSegment=Res&Percent=Y&_si=v/3

Figure 2: Number of large and medium retail brands by ICP count and alignment



Large retailers report full alignment with the Guidelines

- 4.9. All six large retailers reported full alignment with the Guidelines this year, reflecting last year’s results of full alignment for all large retailers.
- 4.10. Three of the six large retailers achieved full alignment using alternative actions. In the case of two large retailers, alternative actions were used to achieve alignment with Part 9 (Fees and bonds), differing from their 2022/23 reporting where alignment was stated as achieved for this Part without the use of alternative actions.
- 4.11. The increase of ICPs for large retailers and decrease for medium retailers in the 2023/24 reporting period as displayed by Figure 2 illustrates the effect of Frank Energy’s reclassification as a large retailer⁷ (in addition to the natural growth of domestic ICPs).

Number of ICPs serviced by large and medium retailers increased slightly

- 4.12. For the 2023/24 reporting period, 1,935,668 ICPs were serviced by large and medium sized retailers (approximately 98% of all residential consumers). This is an increase of 31,830 ICPs from the previous reporting period⁸.

⁷ See Chapter 3 (section “Changes to the size of retailers and their activity”).

⁸ 1,903,838 ICPs were serviced by large and medium sized retailers for the 2022/23 reporting period.

- 4.13. The increase of ICPs between this reporting period and the previous reporting period reflects the natural growth of domestic ICPs being serviced in New Zealand and movement of customers between active retailers (including small sized retailers).⁹

We have seen greater alignment from medium retailers

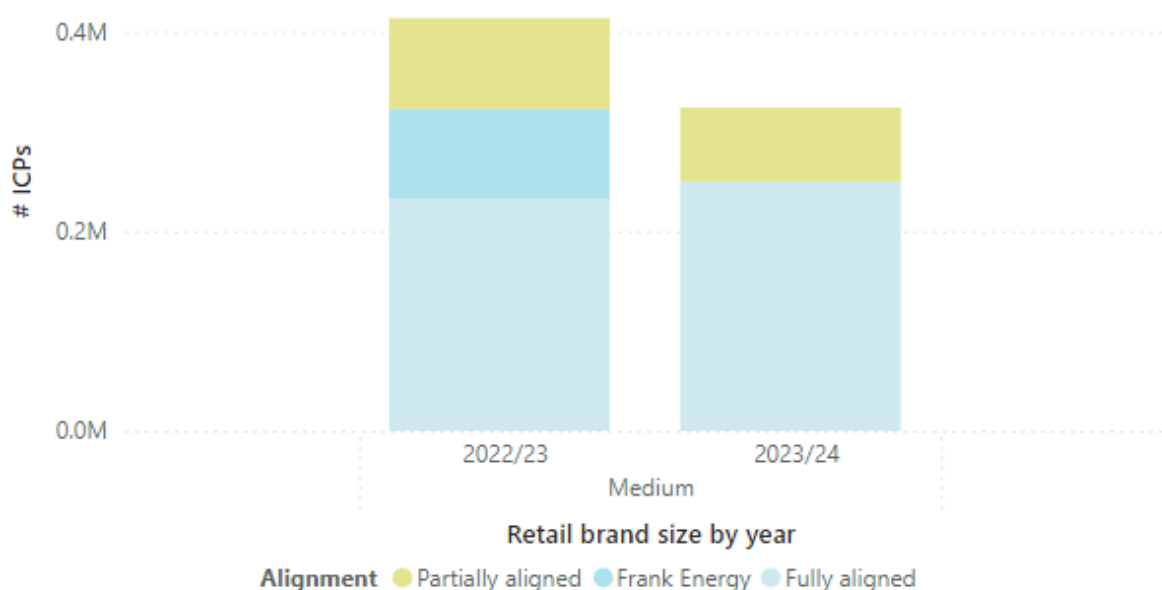
- 4.14. As a result of Frank Energy's reclassification, 110,000 ICPs¹⁰ moved from being serviced by medium retailers to large retailers in this reporting period.
- 4.15. Despite this change, Figure 3 shows this reporting period saw an increase of 17,579 ICPs¹¹ as being serviced by medium retailers who have self-reported as fully aligned.
- 4.16. 85% (6/7) of all medium retailers reported full alignment with the Guidelines in 2023/24, in comparison to 75% (6/8) reported in the previous reporting period.

⁹ For the 2022/23 reporting period, 1,939,847 ICPs was the estimated total number of residential ICPs being serviced by all respondents (including small retailers). For the 2023/24 reporting period, this figure was 1,969,967 ICPs. This is an estimated increase of 30,000 ICPs between the two reporting periods. We note that this number reflects the estimated ICPs reported by the retailer at the time of their submission.

¹⁰ These ICPs are now captured under the ICPs serviced by 'large retailers'

¹¹ We have calculated this number by comparing the number of ICPs serviced by medium retailers self-reporting full alignment across the two reporting periods, minus the ICPs serviced by Frank Energy: Removing the number of ICPs serviced by Frank Energy (90,343 ICPs) from the total number of ICPs serviced by medium retailers in 2022/23 (322,390 ICPs). This gives us a figure of 232,047 ICPs. When compared with the same figure for the 2023/24 reporting period we see an increase of 17,579 ICPs.

Figure 3: Number of medium retail brands by ICP count and alignment

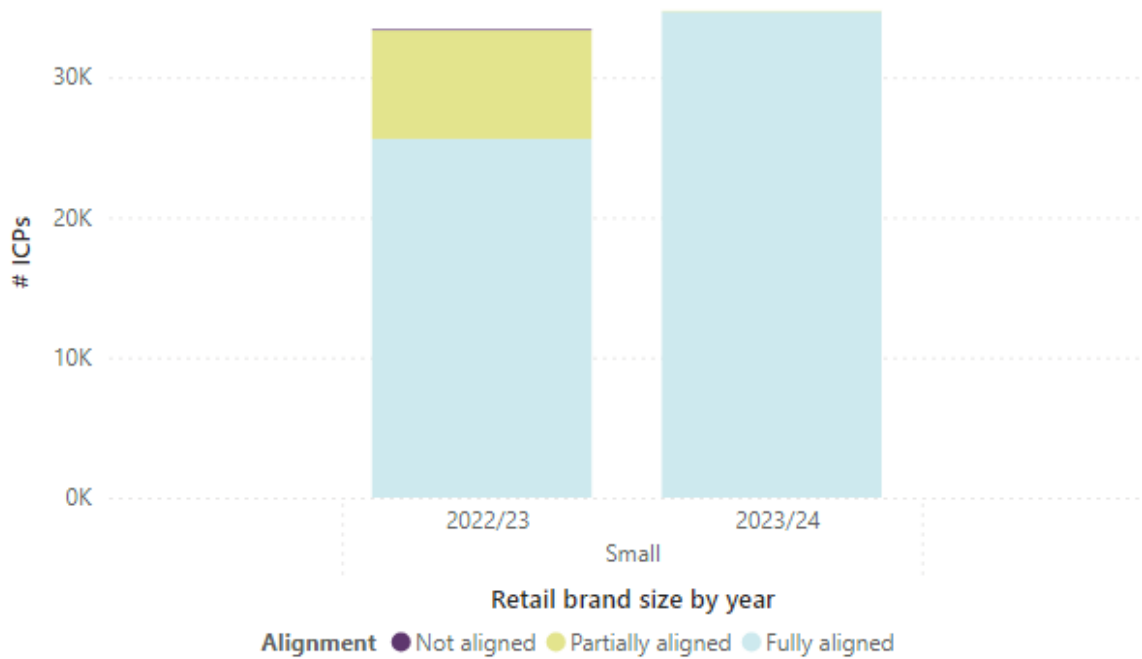


Small retailers as a group are the least aligned with the Guidelines but show improvement

- 4.17. We received alignment statements from 35 small retailers for the 2023/24 reporting period, this is four more than the 31 alignment statements received for the previous 2022/23 reporting period.
- 4.18. Of the 35 small retailers who responded during this 2023/24 reporting period:
 - (a) a total of 31 small retailers reported full alignment, five of whom reported use of alternative actions for one Part or more,
 - (b) four small retailers reported partial alignment, these retailers service a combined estimate of 45 ICPs.
- 4.19. Compared with the 2022/23 reporting period, an increase of six retailers reported full alignment with the Guidelines, moving from a total of 25 to 31. This represents an estimated increase of over 9,500 more ICPs being serviced by a small retailer fully aligning with the Guidelines¹² (see Figure 4).
- 4.20. No small retailers reported non-alignment for this reporting period. Alongside the increased reported levels of full alignment for small retailers, we are encouraged by their continued level of engagement.

¹² 36,009 ICPs were serviced by small retailers for the 2022/23 reporting period (~25,000 serviced by retailers fully aligned). 34,736 ICPs were serviced by small retailers for the current reporting period (~34,691 serviced by retailers fully aligned).

Figure 4: Number of small retail brands by ICP count and alignment



5. Observations from retailers’ feedback on the proposed Consumer Care Obligations

- 5.1. In August 2024 we opened consultation on a proposed amendment to the Electricity Industry Participation Code 2010 (Code) that will mandate the Guidelines by introducing the Obligations.
- 5.2. We received extensive feedback from retailers through this consultation and during earlier engagement on the proposed Obligations. We recognise the effort retailers invested in this process.
- 5.3. The feedback and engagement has provided valuable insights into how the Guidelines have been interpreted and applied across the industry in practice, as well as highlighting areas for improvement as we transition to a mandatory framework. Our final decisions are being informed by this information, helping to ensure the Obligations deliver clear and workable consumer protections.
- 5.4. We note that feedback on the Obligations has raised concerns for the Authority regarding the potential for varied interpretations of the Guidelines and what retailers are expected to do to align. This is particularly prevalent for actions in Guidelines that recommend retailers ‘work towards’ or ‘should consider’ certain steps.
- 5.5. The Authority acknowledges self-assessment reporting will depend on a retailer’s interpretation of the Guidelines and that, given its nature as voluntary guidance, there is potential for differences in interpretation. This can lead to differences in how retailers measure their alignment. In addition, we note that retailers can align with the Guidelines using alternative means that meet the same objectives. These factors

mean there will likely be differences in how retailers who have reported alignment are doing so in practice.

- 5.6. These observations reinforce the importance of our decision to mandate the Guidelines. The Obligations will make clear the responsibilities retailers have to their customers, enable the Authority to identify and address compliance issues, and ensure consumers can expect a minimum standard of care that is consistently applied across the industry.

6. Attachments

- 6.1. The following appendices are attached to this paper:

Appendix A Summary of 2023-24 alignment statements submitted by retailers

Appendix B Self-assessed retailer alignment by Part between 2022/23 and 2023/24

Appendix C Summary of the Consumer Care Guidelines

Appendix D 2023/24 Certificate of alignment

Appendix E 2023/24 Annual Alignment Statement response form

Appendix A Summary of 2023-24 alignment statements submitted by retailers

Retailer	Submitted alignment for 2023/24
AA Power Limited	Full alignment
Brooklyn Electricity Limited	Alignment with all Parts except Part 2, with alternative actions for Parts 8, 9, 10
Compass Communications	Full alignment
Comtricity Limited	Full alignment
Contact Energy Limited	Full alignment with alternative actions for Parts 3,4,5,7,9
Deep Energy Limited	Full alignment
Dynamic Energy (NZ) Limited	Full alignment
Ecotricity Limited Partnership	Full alignment with alternative actions for Parts 3,5,6
Electricity Direct Limited	Full alignment
Electric Kiwi Limited	Full alignment
Flick Electric	Full alignment with alternative actions for Part 6
ForOurGood Limited	Full alignment
Frank Energy (Genesis)	Full alignment with alternative actions for Part 9
Genesis Energy Limited	Full alignment with alternative actions for Part 9
Glen Alton Utilities Limited	Alignment with all Parts except Part 2
Glo-Bug Limited	Full alignment
Hanergy Limited	Full alignment
K Power Limited	Full alignment
Kakariki Power Limited	Full alignment
Liberta Systems Limited	Full alignment
Megatel (Nova)	Full alignment with alternative actions for Parts 3,5,6,7
Mercury NZ Limited	Full alignment
Meridian Energy Limited	Full alignment

Retailer	Submitted alignment for 2023/24
Nova Energy Limited	Full alignment with alternative actions for Parts 3,4,5,6,7
Nau Mai Rā Limited	Full alignment
NZ Electricity Lines	Alignment with all Parts except Part 2 with alternative actions for Part 3
Octopus Energy NZ Limited	Full alignment with alternative actions for Parts 4,5,7,8
Orange Services Limited	Full alignment
Our Energy Limited	Full alignment
Plains Power Limited	Full alignment
Powershop (Meridian)	Full alignment
Plus Energy Limited	Full alignment
Power Edge Limited	Full alignment
Power House 23 Limited	Alignment with Part 5, alignment with Parts 4,6, 7 and 8 using alternative actions, and non-alignment with Parts 2,3,9 and 10.
Prime Energy Limited	Full alignment
Pulse Energy Alliance LP	Alignment with all Parts except Part 3
Simply Energy	Full alignment
Smart Billing Solutions Limited	Full alignment
Softpower Limited	Full alignment
Southpark Utilities Limited	Full alignment with alternative actions for Part 4
Stewart Island Electrical Supply Authority	Full alignment
Sustainability Trust	Full alignment with alternative actions for Parts 3,6,8
Switch Utilities Limited	Full alignment with alternative actions for Parts 3,4,6
Tensor NZ Limited	Full alignment
TMF Liverpool Limited	Full alignment
TMF Waikumete Limited	Full alignment
Wise Prepay (Nova)	Full alignment with alternative actions for Parts 3,5
Z Energy Limited	Full alignment

Appendix B Self-assessed retailer alignment by Part between 2022/23 and 2023/24

Table 1: Alignment of Large sized retailers for the 2022/23 and the 2023/24 reporting period

Key: ■ Fully Aligned ■ Fully aligned via alternative action ■ Not aligned

Consumer Care Guidelines	Part 2: Publish Policy		Part 3: Info Records		Part 4: Contracts		Part 5: Account Management		Part 6: Payment Difficulties		Part 7: Disconnection		Part 8: MDCs		Part 9: Fees/Bonds		Part 10: Disclosure and Monitoring		
	Report period	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Retailer																			
Contact Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Frank Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Genesis Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Mercury	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Meridian	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Powershop	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Table 2: Alignment of Medium sized retailers for the 2022/23 and 2023/24 reporting period

Key: ■ Fully Aligned ■ Fully aligned via alternative action ■ Not aligned

Consumer Care Guidelines	Part 2: Publish Policy		Part 3: Info Records		Part 4: Contracts		Part 5: Account Management		Part 6: Payment Difficulties		Part 7: Disconnection		Part 8: MDCs		Part 9: Fees/Bonds		Part 10: Disclosure and Monitoring		
	Report period	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Retailer																			
Ecotricity	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Electric Kiwi	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Flick Electric	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Glo-Bug	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Nova Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Pulse Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Switch Utilities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Table 3: Alignment of Small sized retailers for the 2022/23 and 2023/24 reporting period (who submitted for 2023/24)

Key: ■ Fully Aligned ■ Fully aligned via alternative action ■ Not aligned ■ Did not provide an alignment statement Did not ask

Question	Part 2: Publish Policy		Part 3: Info Records		Part 4: Contracts		Part 5: Account Management		Part 6: Payment Difficulties		Part 7: Disconnection		Part 8: MDCs		Part 9: Fees/Bonds		Part 10: Disclosure and Monitoring		
	Report Period	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Retailer																			
AA Power	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Brooklyn Electricity Limited	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Compass Communications	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Comtricity	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Deep Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Dynamic Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Electricity Direct	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
ForOurGood	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Glen Alton Utilities	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Hanergy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
K Power	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Kakariki Power	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Liberta Systems	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Nau Mai Rā	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
NZ Electricity Lines	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Megatel	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Octopus Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Orange Services	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Our Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Plains Power	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Plus Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Power Edge	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Prime Energy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Question	Part 2: Publish Policy		Part 3: Info Records		Part 4: Contracts		Part 5: Account Management		Part 6: Payment Difficulties		Part 7: Disconnection		Part 8: MDCs		Part 9: Fees/Bonds		Part 10: Disclosure and Monitoring		
	Report Period	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Retailer																			
Power House 23																			
Simply Energy																			
Smart Billing Solutions																			
Softpower																			
Southpark Utilities																			
Stewart Island ESAs																			
Sustainability Trust																			
Tensor NZ																			
TMF Liverpool																			
TMF Waikumete																			
Wise Prepay																			
Z Energy																			

Table 4: Alignment of Small sized retailers for the 2022/23 and 2023/24 reporting period (who did not submit for 2023/24)¹³

Key: ■ Fully Aligned ■ Fully aligned via alternative action ■ Not aligned ■ Did not provide an alignment statement Did not ask

Question	Part 2: Publish Policy		Part 3: Info Records		Part 4: Contracts		Part 5: Account Management		Part 6: Payment Difficulties		Part 7: Disconnection		Part 8: MDCs		Part 9: Fees/Bonds		Part 10: Disclosure and Monitoring		
	Report Period	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
Retailer																			
Ecosmart NZ																			
Kea Energy Limited																			
Lvg Utilities*																			
Mons Ampere																			
Ourpower**																			
Paua to the People																			

¹³ These retailers listed were sent emails to the contact information detailed under their entity on the 'Participant Register' <https://register.ea.govt.nz/>, where we received no response, we made attempts to contact them via alternative contact information.

* Lvg Utilities and Platinum Power Retail are not currently trading **Ourpower now trades under "Newpower Energy Limited" and were not eligible for this alignment report

Pioneer Energy																		
Platinum Power Retail*																		
South Pacific Energy																		
Stack Power																		

Appendix C Summary of the Consumer Care Guidelines

Part	Overview	Description
Part 1	Purpose	Acts as a guide to retailers in: <ul style="list-style-type: none"> adopting behaviours and processes that foster positive relationships with domestic consumers; and helping domestic consumers maximise their potential to access and afford a constant electricity supply suitable for their needs; and helping domestic consumers minimise harm caused by insufficient access to electricity or by payment difficulties.
Part 2	Retailers to publish a consumer care policy	Commitment to publish consumer care policies, produce consumer-facing website information, and processes for initial communications with customers.
Part 3	Information and records relating to consumer care	Specific actions to collect and record consumer care information, for the purpose of enabling a retailer to proactively support, as effectively as possible, any customers who may have difficulty paying their electricity bill or maintaining connection to electricity.
Part 4	When a customer signs up or is denied a contract	What to do when a customer is signed up or a person enquiring with a retailer is denied a contract, following contract law principles
Part 5	Business as usual account management	Best practice measures during business-as-usual account management.
Part 6	When payment difficulties are anticipated or arise	How to respond when a customer anticipates payment difficulties, is having payment difficulties and/or is in payment arrears.
Part 7	Progressing to disconnection for non-payment	Specific actions to take prior to, at, and following the disconnection and reconnection of post-pay and pre-pay customers for non-payment of electricity invoices or during planned disconnections (eg, for maintenance activity).
Part 8	Additional recommendations for Medically Dependent Consumers	Specific actions to follow when supplying electricity to MDCs, including identifying and recording MDCs as soon as possible, and ensuring they are not disconnected for non-payment.
Part 9	Fees and Bonds	On fees, bonds and how these should be set so that they reflect reasonable costs.
Part 10	Information and Disclosure Monitoring	Makes recommendations to retailers concerning information disclosure to enable better monitoring of alignment and outcomes. Actions described in this part are the primary focus of this report.

Appendix D 2023/24 Certificate of alignment

Certificate of alignment

with the consumer care guidelines

Provided in accordance with Part 10 of the consumer care guidelines

Please provide the completed form (including the following pages) to the Authority via the upload facility

Trading name of disclosing participant

Participant identifier of the disclosing participant

Contact details of the disclosing participant

Relating to alignment during the period from __/__/____ to __/__/____

The Chief Executive of the disclosing participant certifies that the information given in this alignment disclosure is accurate and complete.

Signed (CEO) _____ Date __/__/____

Printed name _____

Witnessed _____ Date __/__/____

Printed name _____

Part 2: Retailers to publish a consumer care policy

Aligns Does not align

Extent of non-alignment _____

Part 3: Information and records relating to consumer care

Aligns Does not align

Extent of non-alignment _____

Part 4: When a customer signs up or is denied a contract

Aligns Does not align

Extent of non-alignment _____

Part 5: Business-as-usual account management

Aligns Does not align

Extent of non-alignment _____

Part 6: When payment difficulties are anticipated or arise

Aligns Does not align

Extent of non-alignment _____

Part 7: Progressing to disconnection for non-payment of debt and electrical reconnection

Aligns Does not align

Extent of non-alignment _____

Part 8: Additional recommendations for medically dependent consumers

Aligns Does not align

Extent of non-alignment _____

Part 9: Fees and bonds

Aligns Does not align

Extent of non-alignment _____

Part 10: Information disclosure and monitoring

Aligns Does not align

Extent of non-alignment _____

Appendix E 2023/24 Annual Alignment Statement response form

Electricity Authority Information Provision Platform



Information Provision

[Make a submission](#) / Consumer Care Guidelines Annual Alignment Statement

 Dataset definition

 Save progress

Consumer Care Guidelines Annual Alignment Statement

The Electricity Authority expects retail participants to provide their Consumer Care Guidelines Annual Alignment Statements for 2023-24 between 9 July and 9 August 2024.

This statement is provided in accordance with Part 10, paragraphs 126-127 of the Consumer Care Guidelines (see page 32).

The information requested covers the period 1 July 2023 to 30 June 2024.

Please refer to the full Consumer Care Guidelines when considering your responses: <https://www.ea.govt.nz/documents/2093/Consumer-Care-Guidelines.pdf>

How to complete this form

We suggest that you download and print out a copy of these instructions to assist you in completing this form.

There are three sections, and multiple responses required in this form. All fields require a response, unless specified.

Please allow plenty of time to complete your response. You can save and return to your response as required, prior to the due date.

When you have finished, please submit by pressing the 'Send to the Authority' button.

This notice applies to all retailers

The expectation under the Consumer Care Guidelines is that all retailers (as defined in the Electricity Industry Act 2010) submit an Annual Alignment Statement.

If your organisation does not supply electricity to domestic consumers, you are not required to complete an Alignment Statement.

If your organisation operates more than one retail brand, please disclose the additional brands under question 2. If the additional brand is not aligned with the parent company submission, you will need to submit a statement for each brand separately.

All information must be provided by 9 August

You have until 9 August 2024 to complete your submission.

The Electricity Authority is using our Information Provision system for this year's alignment statements.

We have allowed the submission period to be from 9 July 2024 to 9 August 2024 to give respondents more time to complete their responses.

If your organisation requires an extension, you can apply within the Information Provision Platform or by contacting us directly via email.

Reminders will be sent through the Information Provision Platform to your nominated staff member to complete this form by the required date.

Provide the information using the Information Provision system

Participants who are requested to comply with this request must upload the information to the Authority's Information Provision Platform at <https://info.ea.govt.nz/>.

If your organisation is responsible for more than one retail brand, you will be directed to complete multiple Alignment Statements when logging on to the Information Provision Platform.

If the correct amount of statement requests is not visible, please advise us through the Information Provision Platform.

Provide all three sections on information to complete your assessment

Please provide all information pertaining to the sections indicated below to the Authority.

- **Section A:** participant information
- **Section B:** declaration of alignment with Parts 2 to 10 of the Consumer Care Guidelines
- **Section C:** certification by the Chief Executive (or equivalent).

Please check that all the details are correct before submitting your statement.

1/5

Submitting the form to the Authority

When you finish your responses to the required questions, select the 'Send to the Authority' button.

When you submit your statement, the form submitter will receive a copy of your organisation's response. You are also able to cc in all other principal respondents or other members of your organisation. The principal respondent for each organisation can manage these preferences when they are logged into the Information Provision Platform.

Please keep a copy of your organisation's response for your records.

As stated in Section B above, you may be asked to discuss your response with the Authority's Compliance team.

How the Authority will use this information

The Authority will use the information gathered to produce a report on retailer alignment with the Consumer Care Guidelines for the period June 2023 to July 2024. Our intention is to publish this report later in the year.

Complete Section A - Your participant information

All retailers that supply electricity to domestic consumers are requested to submit an Annual Alignment Statement for each retail brand that they operate.

Questions 1 and 2:

As the disclosing participant, you are asked to identify the trading name (eg, retail brand) and the participant identifier (four letter code) that this statement applies to in questions 1 and 2.

Please check that the prepopulated answers in questions 1 and 2 contain the correct information. If incorrect, these answers can be adjusted by using the drop-down menus and selecting the appropriate information.

If your organisation operates more than one retail brand, please disclose the additional brands under question 2. If the additional brand is not aligned with the parent company submission, you will need to submit a statement for each brand separately. In questions 1 and 2, please identify which brand the statement applies to by selecting the correct trading name and participant identifier code associated with the retail brand that this statement applies to.

Your organisation may not have a participant identifier (four letter code) if it does not purchase electricity direct from the wholesale market. If so, for question 2, please identify the trading name of the participant through which your organisation purchases electricity on the wholesale market.

To help us understand the market share of participants without participant identifiers, please enter the approximate number of domestic customers, measured by installation control points (ICPs) serviced by the retail brand as at 30 June 2024. This question only applies to disclosing participants that do not have a participant identifier.

Question 3:

Please check that the prepopulated address details in question 3 are correct for the retail brand in question. If they are incorrect, if it your responsibility to update these details in the Participant Register <https://register.ea.govt.nz/>

Question 4:

This Annual Alignment Statement applies for the period 1 July 2023 to 30 June 2024. The form is prepopulated to show these dates. If the retail brand in question has only operated for part of this period, please indicate the exact dates of its operation in your response to this question.

Complete Section B - the declaration of alignment with Parts 2 to 10 of the Consumer Care Guidelines

This section asks you to declare the alignment of the retail brand in question with the recommendations of the Consumer Care Guidelines.

You are asked to make a separate declaration of alignment for each Part of the Guidelines (2 through 10).

The term 'paragraph' referenced below, means the specific numbered recommendations listed in each Part of the Guidelines (eg, Part 3, paragraphs 14 – 17).

Please refer to the content of the Consumer Care Guidelines while making your submissions. The full Guidelines are available here: <https://www.ea.govt.nz/documents/2093/Consumer-Care-Guidelines.pdf>

When making your declarations, you will be asked to choose from three options: Yes, No, and Alternative action. An explanation of what these each response means is specified below.

If Declaring 'Yes':

By selecting the option 'Yes', you declare that the retail brand in question has aligned with this Part of the Guidelines by following the specific actions described in each paragraph.

Please note that we may choose to contact those who declare full alignment with some or all Parts of the Guidelines to ask for evidence of their alignment.

If Declaring 'No':

If the retail brand in question is not meeting the specific written recommendations for a Part of the Guidelines, you can declare 'No'. You will then be prompted to submit further information on why you do not feel the retail brand is aligned with this Part.

Please outline areas of non-alignment by paragraph of the Consumer Care Guidelines, and in the following box, explain the reasons, for this non-alignment. In the next boxes, you can then choose to explain if you intend to resolve any of the paragraphs listed as non-aligned, and by what date you expect to resolve this non-alignment.

Please note that we may choose to contact those who declare non-alignment with some or all Parts of the Guidelines to discuss their non-alignment.

If Declaring 'Alternative action':

The Consumer Care Guidelines allows for retail brands to align with the Guidelines by taking alternative actions which achieve the [purposes and outcomes set out in Part 1](#).

If your organisation has achieved alignment with a Part of the Guidelines without following the specific written recommendations in the Guidelines, you should select the 'Alternative action' option.

If you choose this option, you are requested to explain the actions your organisation is taking to achieve the intended outcomes of the Guidelines.

For further information, see paragraph xi on page 4 of the Guidelines, available here: <https://www.ea.govt.nz/documents/2093/Consumer-Care-Guidelines.pdf>

Please note that we may choose to contact those who declare alignment with the intended outcomes of some or all Parts of the Guidelines to discuss their actions.

Additional content requested:

In addition to providing a declaration of alignment under Part 2 of this form, you are requested to provide the Authority with all customer care policies used by this retail brand in the last 12-month period (1 July 2023 to 30 June 2024). This ensures retailer alignment with paragraph 121 of the Guidelines (see page 31).

An upload facility is provided in this section to complete this process. You can submit multiple policies by selecting the 'add another' box.

Please label uploaded the file with the dates to which it applies (eg, 'customer_care_policy_01.07.23-30.06.24.pdf').

When the form is submitted, the copy you receive will only show the file name uploaded, so clear file labelling will help you ensure the right information has been submitted to us.

In instances where more than one policy was in effect during this alignment statement period, clear file labelling will help us identify which is the most recent policy.

Complete Section C: Certification by the Chief Executive (or equivalent)

The Consumer Care Guidelines requires this Annual Alignment Statement be certified by your organisation's Chief Executive Officer (or a suitable equivalent).

To complete this declaration, respond to the Yes/No question to certify that the information provided is accurate and complete.

Upload a JPEG file of the Chief Executive Officer (or equivalent's) signature.

When submitting the signature file, please ensure the file is cropped to show only the signature text. Clearly label this file to indicate its contents (eg, 'CEO signature, xx July 2024.jpeg').

When the form is submitted, the copy you receive will only show the file name uploaded, so clear file labelling will help you ensure the right information has been submitted to us.

Finally, please state the full name and job description of the signatory.

[Download request letter](#)

Alignment Statement Section A: participant information

Question 1: Trading name of disclosing participant (If this prepopulated field is not correct, please select the correct trading name from the drop-down menu below)

A

Question 2: Participant identifier/s of the disclosing participant

A

Does the disclosing participant purchase electricity from the Clearing Manager

Yes

Question 3: Does the disclosing participant supply any domestic consumers The expectation under the Consumer Care Guidelines is that all retailers (as defined in the Electricity Industry Act 2010) submit an Annual Alignment Statement. If your organisation does not supply electricity to domestic consumers, you are not required to complete an Alignment Statement.

Yes

Question 4: This declaration relates to alignment during the period:

From

To

Alignment Statement Section B: declaration of alignment with Parts 2 to 10 of the Consumer Care Guidelines**Part 2: Retailers to publish a consumer care policy**

a) Aligned

A

Customer care policy/s Upload all customer care policies used by this retail brand in the last 12-month period (1 July 2023 to 30 June 2024). Please clearly label the uploaded file/s with the dates to which it applies (eg, 'customer_care_policy_01.07.23-30.06.24.pdf').

Drag and drop a PDF file, or [select a PDF file](#)

[+ Add another](#)

Part 3: Information and records relating to consumer care

a) Aligned

A

Part 4: When a customer signs up or is denied a contract

a) Aligned

A

Part 5: Business-as-usual account management

a) Aligned

A

Part 6: When payment difficulties are anticipated or arise

a) Aligned

A

Part 7: Progressing to disconnection for non-payment of debt and electrical reconnection

a) Aligned

A

Part 8: Additional recommendations for medically dependent consumers

a) Aligned

A

Part 9: Fees and bonds

a) Aligned

Part 10: Information disclosure and monitoring

a) Aligned

Alignment Statement Section C: certification by the Chief Executive (or suitable equivalent)

By responding 'Yes', your organisation's Chief Executive Officer (or suitable equivalent) certifies that the information given in this alignment statement is accurate and complete.

The Chief Executive Officer (or suitable equivalent) of the disclosing participant certifies that the information given in this alignment statement is accurate and complete. Please upload signed confirmation below. Use a JPEG file, cropped to show only the signature text. Clearly label this file to indicate its contents (eg, 'CEO signature, xx July 2024.jpeg').

Drag and drop a JPG file, or [select a JPG file](#)

Printed name:

Job title:

Cancel



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New Zealand Government