

Submission to the ACCC re the Retail Electricity Inquiry.

**The use of quasi-government sounding association names to
hide the true lobbying nature of these associations.**

Below are four names of what are basically lobby organisations dressing themselves up with quasi-government sounding titles. These organisations comment on matters within the energy market **supposedly on behalf of consumers** but are in fact trying to sway the market to benefit their members.

I believe hiding behind quasi-government sounding names is *deliberately misleading and deceptive*. There should be a requirement for all lobby groups to clearly declare their biased connections when they make comments related to consumers in the energy market. Examples

- Clean Energy Council –association representing Australian solar and battery installers
- Australian Energy Council – association representing Australian electricity retailers (was formerly the Electricity Retailers Association Australia)
- Energy Efficiency Council – association representing companies offering building monitoring solutions
- Australian Energy Storage Council - representatives of the energy storage industry

For example – the Clean Energy Council is currently lobbying against a range of consumer safety features for battery installation as the additional safety requirements would disadvantage its members. However when they make statements they DO NOT reveal their true intent and add confusion for consumers who “believe” this is a government type body providing the input.

Going forward new lobby groups should only be allowed to register names reflecting their true nature so that it is clear to consumers the comments being made are in the interest of their members not CONSUMERS. For example the Clean Energy Council should be called the Solar and Battery installers Association. The current associations should be required to declare that they have a “commercial” interest in a subject. This would be similar to statements required by radio announcers where there is a commercial relationship.

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