



ENERGY AND WATER OMBUDSMAN Victoria

Listen Assist Resolve

24 November 2010

The General Manager
Adjudication Branch
Australian Competition and Consumer Commission
GPO Box 3131
Canberra ACT 2601

By email: adjudication@acc.gov.au

Dear Sir or Madam

Re: Energy Assured Limited applications for authorisation A91258 & A91259 – interested party consultation

The Energy and Water Ombudsman (Victoria) (EWOV) welcomes the opportunity to provide comment on the Australian Competition and Consumer Commission's receipt of application for authorisation from Energy Assured Limited (EAL), including a Code of Practice and Complaints Process (the Code). EWOV notes that this Code will regulate door-to-door energy sales undertaken on behalf of electricity and gas retailers.

As an industry-based external dispute resolution scheme, EWOV provides alternative dispute resolution services to Victorian energy and water consumers by receiving, investigating and facilitating the resolution of complaints.

EWOV regularly receives customer complaints relating to energy marketing and transfer issues. In fact, in 2009/10 marketing-related issues raised with our office increased by 33% compared to the previous financial year.

Given such public concern about some marketers' conduct, EWOV welcomes EAL's approach to self-regulation of energy retailers' door-to-door marketing activities. EWOV notes that a self-regulation proposal by an industry association may raise the ACCC's concern about competition restriction. EWOV however sees this planned Code as an opportunity to raise energy customers' confidence about marketing transparency and honesty, which translates into a clear consumer benefit. EWOV therefore welcomes EAL's proposal.

Energy and Water Ombudsman
(Victoria) Limited
ABN 57 070 516 175
GPO Box 469
Melbourne VIC 3001

Administration
Level 6, 111 Bourke Street
Melbourne VIC 3000
Telephone 03 8672 4460
Facsimile 03 8672 4461

Enquiries and Complaints
Freecall 1800 500 509
Freefax 1800 500 549
TIS 131 450
NRS 133 677
Email ewovinfo@ewov.com.au
Web www.ewov.com.au

We trust the above comments are helpful. Should you require further information or have any queries, please contact Tanja Sommer, Stakeholder Relations Officer, on (03) 8672 4272 or at anja.sommer@ewov.com.au.

Yours sincerely

Fiona McLeod

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Energy and Water Ombudsman (Victoria)