



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: 43916  
Contact Officer: Neil Howes  
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13 May 2011

Mr Ramy Soussou  
Acting CEO  
Energy Assured Limited

By email: [rsoussou@eraa.com.au](mailto:rsoussou@eraa.com.au)

Dear Mr Soussou

**Energy Assured Limited application for authorisation A91258 & A91259  
- interested party consultation in relation to the amended application**

I refer to the above mentioned application for authorisation lodged with the Australian Competition and Consumer Commission (the ACCC) on 29 October 2010.

Please find enclosed, for your information, a copy of the letter the ACCC sent to potentially interested parties as part of its public consultation process and a list of the parties that it consulted with.

All publicly available submissions will be posted on the ACCC internet site at [www.accc.gov.au/AuthorisationsRegister](http://www.accc.gov.au/AuthorisationsRegister). Alternatively, at the end of the consultation period the ACCC can arrange for you to receive a copy of all publicly available submissions received in relation to the application.

This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Neil Howes on (03) 9290 1416.

Yours sincerely

Darrell Channing  
Director  
Adjudication Branch

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13 May 2011

Dear Sir/Madam

**Energy Assured Limited application for authorisation A91258 & A91259  
- interested party consultation in relation to the amended application**

Energy Assured Limited (EAL) has amended its application for authorisation for a proposed scheme to self-regulate door to door energy sales. The purpose of this letter is to invite you to comment on the amended application.

**Background**

On 11 April 2011, the ACCC released a draft determination proposing to deny authorisation in respect of an application for authorisation from EAL. EAL is seeking authorisation for a scheme to self-regulate door to door sales that are undertaken on behalf of electricity and gas retailers. A copy of the ACCC's draft determination is available on the ACCC's public register.

In response to the ACCC's draft determination EAL has made changes to the scheme. A copy of the amended scheme documents, for which authorisation is now sought, is attached.

**Request for submissions**

The ACCC invites you to make a submission on the likely public benefits and effect on competition, or any other public detriment, from the proposed scheme as amended.

If you intend to provide a submission in relation to EAL's amended application for authorisation, please do so by Wednesday 25 May 2011.

Alternatively, if you would like to provide comments orally, please contact Neil Howes on (03) 9290 1416 to organise a suitable time.

Following this consultation, the ACCC will issue a final determination by 30 June 2011.

Submissions will be placed on the ACCC's public register subject to any request for exclusion (guidelines are attached).

Please advise if you do not wish to make a submission at this time, but would like to be informed of the progress of the application at the final determination stage. If possible please provide a nominated contact email address for future correspondence.

You can also forward this letter to any other party who may wish to make a submission to the ACCC regarding the amended application.

This letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Neil Howes on (03) 9290 1416.

Yours sincerely

Darrell Channing  
Director  
Adjudication Branch

## List of interested parties consulted with on 13 May 2011

ACT Administrative and Civil Appeals Tribunal  
AGL  
AIDA Sales & Marketing Pty Ltd  
Alternative Technology Association  
Appco Group  
Australian Chamber of Commerce and Industry  
Australian Communications Consumer Action Network  
Australian Council of Social Services  
Australian Energy Market Commission (AEMC)  
Australian Energy Market Operator (AEMO)  
Australian Federation of Disability Organisations  
Australian Financial Counselling and Credit Reform Association  
Australian Industry Group  
Australian Power and Gas Pty Ltd  
Brotherhood of St Laurence  
Chamber of Commerce and Industry Queensland  
CHOICE  
Chris Connolly (Consumer Advocate)  
Community Connections  
Consumer Action Law Centre  
Consumer Affairs Victoria  
Consumer Utilities Advocacy Centre (CUAC)  
Consumers' Federation of Australia  
Council on the Ageing (National) Inc  
Country Energy  
Country Women's Association of Australia  
CPM Australia Pty Ltd  
Department of Resources, Energy and Tourism (Cth)  
Enact Energy  
Energy and Water Ombudsman NSW  
Energy and Water Ombudsman Queensland (EWOQ)  
Energy and Water Ombudsman Victoria  
Energy Australia  
Energy Industry Ombudsman South Australia (EIOSA)  
Energy Ombudsman Tasmania (EOT)  
Energy One  
Energy Users Association of Australia (EUAA)  
Ergon Energy  
ERM Power  
Essential Services Commission of South Australia (ESCOSA)  
Essential Services Commission Victoria (ESC)  
Ethnic Communities' Council of NSW Inc  
Financial and Consumer Rights Council  
Financial Counsellors Association of Queensland  
Hobart Community Legal Service Inc  
Independent Competition and Regulatory Commission (ACT)  
Independent Regulatory and Pricing Tribunal of NSW (IPART)  
Indigenous Consumer Assistance Network

Institute of Public Affairs  
Integral Energy  
Lumo Energy Australia Pty Ltd  
Major Energy Users Inc  
Momentum Energy Pty Ltd  
Moreland Energy Foundation Limited  
Multiple Stories Pty Ltd trading as Aegis Direct  
National Association of Tenant Organisations  
Neighbourhood Energy Pty Ltd  
Northern Territory Council of Social Services  
Office of the Tasmanian Energy Regulatory (OTTER)  
Origin  
Property Council of Australia (Tasmania Division)  
Property Council of South Australia  
Public Interest Advocacy Centre (PIAC)  
Queensland Competition Authority  
Queensland Consumers' Association  
Queensland Council of Social Service (QCOSS)  
QUT – Credit Commercial and Consumer Law Program  
Red Energy Pty Ltd  
SA Farmers Federation  
Sales Force Australia Pty Ltd  
Sales Marketing and Real Technologies (SMART) Pty Ltd  
Simply Energy  
South Australian Council of Social Service (SACOSS)  
South Australian Farmers' Federation  
St Luke's Anglicare  
St Vincent de Paul Society  
Synergy Energy  
Tasmanian Chamber of Commerce and Industry  
Tenants Union of Queensland Inc.  
The Comunicom Group  
Total Environment Centre  
TRUenergy  
TSA Telco Group  
Uniting Care Australia  
Uniting Care Kildonan  
Victorian Council of Social Service (VCOSS)  
Western Australia Council of Social Services (WACOSS)