



24 February 2011

Mr Richard Chadwick  
General Manager, Adjudication Branch  
Australian Competition and Consumer Commission  
GPO Box 520  
Melbourne VIC 3000

Via email: [Richard.chadwick@accc.gov.au](mailto:Richard.chadwick@accc.gov.au)

### **Energy Assured Limited Application for Authorisation**

The SMART Group welcomes the opportunity to provide feedback on the application by Energy Assured Limited for Authorisation by the Australian Competition and Consumer Commission.

The SMART Group (Sales Marketing and Real Technologies – SMART Pty Ltd) is a dynamic and Australian owned marketing leader. We specialise in communication and sales channels, including door-to-door knocking, call centre work and trade shows. The SMART Group invests heavily in employee training and development, as well as adhering to a rigorous compliance framework.

Operating nationally, we have offices in Melbourne, Sydney, Newcastle, Adelaide, Brisbane, Gold Coast and the Sunshine Coast. With over 500 staff, The SMART Group was rated by BRW Magazine the number one Sales and Marketing Company in Australia to work for in 2009.

#### **Energy Assured Limited**

The SMART Group is supportive of the establishment of Energy Assured Limited and believes that authorization by the ACCC is necessary and appropriate to assist the organization in its objectives of benchmarking a high level of compliant and responsible marketing behavior by the energy marketing industry.



The SMART Group believes a key strength of Energy Assured Limited's Code of Conduct is that both energy retailers and energy marketing companies are mutually engaged in the joint objective of improving and standardizing the performance of door-to-door energy marketing.

Of particular note, the Code's aims of reducing sales complaints, promoting consumer confidence in a sector that employs thousands of Australians, and establishing a nation wide register to train, administer and track the performance of individual sales agents is an essential advancement for consumer protection and the energy marketing industry.

The Code is based on international best-practice precedents and has the participation and endorsement of Australia's leading energy retail companies, energy retail marketing companies, and the peak industry body representing the energy retail sector.

The SMART Group is pleased to add its endorsement to Energy Assured Limited and its application for authorisation by the Australian Competition and Consumer Commission.

Sincerely

Matt Surridge  
Chief Executive Officer  
The SMART Group Pty Ltd