



energy+water
ombudsman
QUEENSLAND

Your Ref: 43916
Our Ref: EWOQ/11/00012

2 March 2011

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Mr Neil Howes
Assistant Director
Adjudication Branch
Australian Competition & Consumer Commission
GPO Box 520
MELBOURNE VIC 3001

Dear Mr Howes

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

Energy and Water Ombudsman Queensland (EWOQ) was established to provide a free, fair and independent dispute resolution service for electricity and gas customers across Queensland and water customers in south east Queensland who are unable to resolve a dispute with their supplier.

In providing this free dispute service, EWOQ investigates marketing related complaints including those resulting from door to door sales or telemarketing activities. These individual customer complaints are investigated with the retailers concerned and are also brought to the attention of the Queensland Competition Authority.

The *Electricity Industry Code* in Queensland provides a broad framework for Retail Marketing Conduct, however, as no industry self-regulatory framework currently exists for the conduct of door to door sales in the energy sector, there is room for more uniformity and standardisation within the industry.

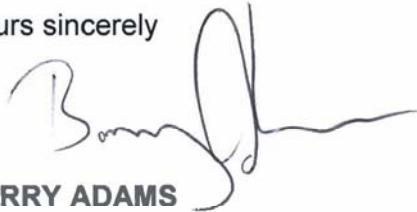
With the introduction of Energy Assured Limited's Sales Code of Practice (the Code), in addition to energy retailers subscribing to the code, the marketing companies used by the energy retailers to undertake door to door sales or telemarketing activities will also be members of the Code and thereby regulated.

EWOQ supports the introduction of the Code and considers this a very positive step in providing a uniform and standardised industry approach to retail marketing activities in the energy sector.

In particular, the establishment of an independent governance framework which will be responsible for the oversight and management of a national scheme register to recruit, train, monitor and sanction member performance and behaviour. This demonstrates a tangible commitment by the Energy Retailers Association of Australia Limited and its members to significantly improve retailer marketing performance and is expected to markedly reduce consumer complaints and dissatisfaction.

I trust this information is of assistance to you. Should you require further information, please contact Ms Ilona Cenefels, Manager Policy and Research on 07 3109 9631.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Barry Adams', with a long horizontal flourish extending to the right.

BARRY ADAMS
Energy and Water Ombudsman