

25 November 2013

Mr Richard Chadwick  
General Manager Adjudication Branch  
Australian Competition and Consumer Commission  
23 Marcus Clarke St  
CANBERRA ACT 2601

Cc Tanya Hobbs

Dear Mr Chadwick,

**RE: Statement in support of Energy Assured Limited application for revocation and substitution of Authorisations A91258 and A91259**

This letter serves as a statement by the Energy Retailers Association of Australia (ERAA) supporting the Energy Assured Limited (EAL) application for revocation and substitution of its existing authorisations.

As you are aware, EAL is an industry initiative to ensure the best practice of door to door sales of energy contracts. EAL has a commitment to improving the consumer experience and has established a Code of Practice and Agency Registry to increase service standards in the door to door sales of retail energy products. The Code covers standards in recruitment, training, accreditation and on-going monitoring of agents to ensure confidence when buying energy at the doorstep.

EAL, through this Code has continuously delivered significant improvements in marketing standards since its inception and also oversaw the enforcement, refinement and bedding down of the Code into the operations and culture of their member companies engaged in door to door sales.

Door to door sales plays a prominent role in the competitive retail energy market and energy retailers have an interest in maintaining highest possible standards for door to door sales with assistance from EAL. The EAL Code has been acknowledged by a range of stakeholders to have improved the scrutiny and transparency of this channel and the energy industry now sets a standard for all other sectors engaging in door to door sales.

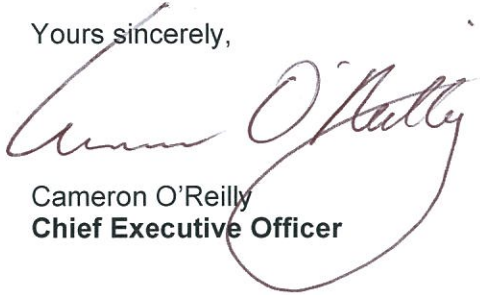
With likely increase in competition in QLD and NSW retail markets in coming years, it is important that EAL continue to remain a part of a competitive landscape, as the door to door channel is increasingly being used in these states. A well-run door to door channel has a role to play in ensuring consumers are aware of choice and have a convenient way to access offers.



The ERAA considers that the EAL Scheme has delivered significant public benefits to date and is well placed to continue to set and monitor standards and to improve the customer experience.

In light of the above, we trust the ACCC will appreciate the merits of the Scheme and note the support of the ERAA in substitution of EAL's existing authorisations.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Cameron O'Reilly', is written over the typed name and title.

Cameron O'Reilly  
**Chief Executive Officer**