

5 March 2014

Carl Hansen
Chief Executive
Electricity Authority

Dear Carl

Consumer engagement

The Retail Advisory Group (RAG) has undertaken a number of consultations in the past three years which may have benefitted from better engagement with consumers.

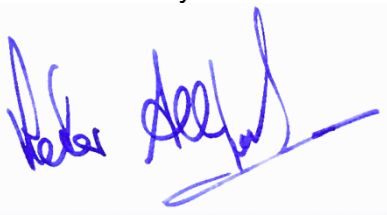
The RAG generally receives few submissions from consumers, and attempts to engage directly with consumers have had little success. For example, the RAG directly emailed an extensive list of social welfare agencies to seek feedback on the domestic contracting arrangements issues paper. Only one response was received.

To address this concern, the Authority (on behalf of the RAG) engaged UMR to undertake a consumer survey for the improving transparency project. Although the survey delivered some useful information, it was a relatively costly exercise, and this approach is not likely to be appropriate or cost effective for all projects.

RAG members have a range of experience and knowledge about engaging with consumers and would like to work with the Authority in developing a consumer engagement strategy.

Please feel free to contact me to discuss our consumer engagement concerns and how the RAG may be able to assist in the development of more effective strategies for this work.

Yours sincerely



Peter Allport
Chair, Retail Advisory Group