

8 April 2014

By Email

Peter Allport
Chair
Retail Advisory Group

Dear Peter

Review of options for promoting retail competition by increasing consumers' propensity to compare and switch retailers

On behalf of the Electricity Authority Board, I want to thank you and the members of the Retail Advisory Group (RAG) for your recommendation on increasing consumers' propensity to compare and switch retailers.

The Authority Board noted the RAG's recommendation to continue with the What's My Number (WMN) campaign for three years from April 2014. The Board's final decision on the future of the WMN campaign is subject to Government budget and the Authority's work programme decisions.

Again, please accept my thanks for the RAG's efforts in developing a proposal for increasing consumers' propensity to compare and switch retailers.

Yours sincerely



Carl Hansen
Chief Executive