

For immediate release

Media release: Electrifying choice in Dunedin

26 March 2015

Dunedin consumers have more choice than ever with 4 new electricity retail brands starting-up in the region during 2014, making a total of 16 brands for consumers to choose from.

The Electricity Authority's latest figures show that Energy Online, Bosco Connect, Pulse Energy, and Budgie Power all signed-up customers in the Dunedin region for the first time during 2014. Most of these new players are now actively marketing for new customers.

Chief Executive of the Authority Carl Hansen says, "Last year we saw significant expansion of retailer brands all across New Zealand, which is great news for electricity consumers on regional networks. Generally these new brands are being set up to target niche markets or consumer segments, so this is a good indication of intense competition in the market and that retailers are seeking ways to differentiate themselves."

In the Dunedin region Contact is the largest electricity retail brand with around 15,000 connections.

Mr Hansen says, "New Zealand's electricity market is one of the most competitive in the world, with two-thirds of Kiwis being approached by rival retailers at least once in the previous two years with offers to switch."

"It's also important that all consumers remember to regularly check that they are on the best electricity deal, rather than just keeping on paying their monthly bills without questioning them. Obviously electricity usage tends to go up in winter, so it's a good time for Dunedin consumers to jump on to www.whatsmynumber.org.nz and check their options."

The Electricity Authority has made it significantly easier for new retailers to enter the electricity market in recent years, by promoting a more active hedge market, reducing the level of prudential capital required as retailers expand, and altering customer switching rules recently so all retailers can be confident they're competing on a level 'playing field'.

— ends —

For more information:

Elizabeth Coady
Communications Adviser
021 073 7777

Nicky Chilton
Communications Manager
021 321 831

905852-1

The Electricity Authority is an independent Crown Entity with a statutory objective to promote competition in, reliable supply by, and the efficient operation of, the electricity industry for the long-term benefit of consumers. To check your electricity options visit www.whatsmynumber.org.nz