



www.energyonline.co.nz

Freeport Energy Online
PO Box 8288
Symonds Street
Auckland 1150

Freephone 0800 086 400
Fax 09 539 4633

10 December 2009

Provided electronically:
submissions@electricitycommission.govt.nz

Re: Transparency of Charge Components

Thank you for the opportunity to submit on this discussion document, our response is set out below in the format requested.

Question No.	General comments in regards to the:	Response
1	Are there any other options that have not been considered in this consultation paper that you think require further investigation? If there are other options, please provide details and reasons for your views.	Yes, the Consumer Powerswitch website is already considered a central repository for residential pricing information by most consumers; we suggest that having transparency of charges published in this forum would be a more cost-effective solution than re-engineering the Commission's website. More consumers are likely to visit the Powerswitch website than are likely to visit the Commission's website, even if this were advertised on invoices.
2	Do you agree that the Commission's short-listed proposals (option 3 and 4)? Please provide reasons for your views.	Energy Online have implemented Option 2 and do not want to be forced to direct consumers to the Commission's website as well as our own so our preference is for Option 4.
3	Do you consider that there is a net benefit to customers of advertising the existence of this information on the Commission's website on invoices?	No. See response to questions 1 and 2.
4	Do you see any implementation difficulties with meeting this proposal?	Further to my response to question 1, we believe that more consumers will access such information if it were published in a forum that is familiar to them; e.g. their own retailer's websites or on the Consumer Powerswitch site. Such information is likely to be overlooked by most consumers if published on the Commission's website.

Please feel free to contact me if you require further clarification on any of the responses set out above or if you have any other questions.

Kind Regards,

Ambili Patel
Pricing and Projects Manager
Energy Online Limited