



2 March 2017

Department of Environment, Land, Water and Planning  
PO Box 500  
Melbourne VIC 3000

Submitted by email to [energymarket.review@delwp.vic.gov.au](mailto:energymarket.review@delwp.vic.gov.au)

### **Review of electricity and gas retail markets in Victoria - Discussion Paper**

Alinta Energy (**Alinta**) welcomes the opportunity to make a submission to the Department of Environment, Land, Water and Planning (**Department**) Review of electricity and gas retail markets in Victoria - Discussion Paper (the Discussion Paper).

Alinta, as a member of the Australian Energy Council (**Council**) supports the Council submission and would direct the Department to the key responses provided by the Council in their submission. Alinta's high level comments on the review are provided as follows.

Competition in retail energy markets, as in other sectors of the Australian economy, provides the incentive for business to improve services, innovate and develop products that meet consumer preferences and find ways to lower costs and improve efficiencies so their products and services remain competitive. Thus providing potential benefits to consumers.

Deregulated prices promote Competition; encourage efficient price models delivered through the development of competitive market offers. Deregulated pricing encourages retailers to design products and services to cater for the needs of different customer segments.

Consumers have the ability to better manage their energy usage and costs through the availability of competitive market offers. Offers that not only include alternative pricing structures, but also may include non-price incentives and value added services. Innovation around technology is playing a key part in delivering benefits to consumers and it is the competitive market that is driving investment in new technologies to deliver new service offerings to consumers.

We have seen increasing levels of volatility in the wholesale energy market, vibrant competition in the retail energy sector assists in mitigating the risk from such volatility where benefits ultimately flow through to end customers.



We would anticipate that the findings from this review will support the view that the competitive market is working, and that it provides options that improve outcomes for consumers.

Again whilst directing the Department to the Council's submission for detailed responses to the review, should you wish to discuss any aspect of our submission I may be contacted on (02) 9372 2653 or via email: [shaun.ruddy@alintaenergy.com.au](mailto:shaun.ruddy@alintaenergy.com.au)

Yours sincerely

A handwritten signature in black ink, appearing to read "Shaun Ruddy".

**Shaun Ruddy**

Manager National Retail Regulation