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Australian Energy Regulator - Markets Branch
GPO Box 520
Melbourne VIC 3001

Dear Sir/Madam

RE: AER Retail Pricing Information Guideline

TRUenergy welcomes the opportunity to provide the following comments in relation to the Australian Energy Regulator's (AER) Retail Pricing Guideline.

TRUenergy supports a national approach towards the development of consistent pricing information for energy consumers, however is conscious that any such information prepared for customers, such as pricing factsheets must carefully balance being simple to understand yet informs the customer specifically about how much the energy may cost them. TRUenergy believes the pricing information under the Guideline must only be viewed as a guide and therefore kept relatively simple and easy to understand by the average energy consumer to ensure the fact sheets are actually used and meet the intention for their development.

TRUenergy is broadly comfortable with the AER's approach to the Retail Pricing Guideline, but is concerned about the start of the National energy Customer framework coinciding with the start of the Commonwealth Government's Carbon Tax. TRUenergy believes there will be considerable pressure on retailers to not only update their prices, but also prepare new fact sheets for all their products, including their exclusive offers, and to submit their new pricing information to both the jurisdictional regulators and the AER. The requirement to produce such a large number of pricing fact sheets in time for the introduction of the Carbon Tax on 1 July 2012 will result in an unprecedented amount of work on retailers to update their prices. Because of this, TRUenergy would support consideration to be given as to whether requiring retailers to submit their pricing information to both the national and jurisdictional is workable and whether the AER should be treating each variation of GreenPower as separate offer on the AER's Pricing Comparator.

Should you have any questions in relation to this submission please call me on (03) 8628 1185.

Yours sincerely

Alastair Phillips
Regulatory Manager
TRUenergy