

Australian Energy Market Commission  
GPO Box 2603  
Sydney NSW 2000

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### **Electricity Consumption Benchmarks**

The Australian Energy Council ('AEC') welcomes the opportunity to make a submission to the Australian Energy Market Commission's ('AEMC') Consultation on the Australian Energy Regulator's ('AER') proposal to remove the requirement that the AER develop electricity consumption benchmarks that are no longer required on bills (the 'Proposal').

The AEC is the peak industry body for electricity and downstream natural gas businesses operating in the competitive wholesale and retail energy markets. AEC members generate and sell energy to over 10 million homes and businesses and are major investors in renewable energy generation. The AEC supports reaching net-zero by 2050 as well as a 55 per cent emissions reduction target by 2035 and is committed to delivering the energy transition for the benefit of consumers.

The AEC supports the AER's proposal to remove its obligation to develop and update electricity consumption benchmarks. As the Better Bills Guideline has already repealed the requirement for retailers to include these benchmarks on their bills, it is inefficient and of little utility for customers to have them maintained on the AER's website. The AEC agrees with the AEMC's determination to expedite this proposal as non-controversial.

As the AER states in the proposal, there are 'alternative ways to provide advice to consumers about usage.' Indeed, the AEC has long [noted](#) that retailers offer a suite of digital tools, such as mobile applications and online portals, to allow customers to dynamically access insights and information concerning their energy usage. Moreover, as already mentioned in the Consultation Paper, the widespread and continued uptake of smart meters has a far greater impact on energy saving behaviours. By contrast, the continued utility of electricity consumption benchmarks, particularly when they are no longer required on bills, is limited.

While the AEC understands that some retailers use this benchmark information to specifically comply with Victorian requirements, there is the option that they include bill information concerning greenhouse gas emissions instead. Though, in principle, the AEC would prefer the Victorian regulation benchmarks be harmonised and brought in line with the national approach.

Any questions about this submission should be addressed to me by email to [braeden.keen@energycouncil.com.au](mailto:braeden.keen@energycouncil.com.au) or by telephone on 0422792557.

Yours sincerely,



Ben Barnes  
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