



23 August 2024

Mitchell Potts  
Senior Adviser  
Australian Energy Market Commission

Dear Mr Potts

**RE: Electricity pricing for a consumer-driven future**

Thank you for inviting feedback on the Draft AEMC Terms of Reference about Electricity Pricing for a consumer-driven future (Terms of Reference).

Everyone deserves fair and transparent electricity prices. The energy transition and cost of living crisis means it is an opportune time to review our approach to electricity pricing and regulation to ensure better outcomes for all consumers. We support a bold and ambitious review that is broad in scope.

CHOICE has had the benefit of reading the feedback provided by **Energy Consumers Australia** and **Justice and Equity Centre**. We endorse both submissions and support the recommendations made. In particular, CHOICE urges greater consideration of:

- the poor consumer outcomes current settings are delivering and what the desired better consumer outcomes are;
- evidence of real-world consumer behaviour, rather than assuming consumers will be highly engaged and capable of responding to information or incentives; and
- ensuring that electricity pricing works equitably for all consumers, including those experiencing vulnerability or disadvantage.

For further information, please contact Director, Campaigns and Communications Rosie Thomas at [rthomas@choice.com.au](mailto:rthomas@choice.com.au).

Yours sincerely,

A handwritten signature in black ink, appearing to read "Rosie Thomas".

**Rosie Thomas,**  
Director – Campaigns and Communications

57 Carrington Road Marrickville NSW 2204

Phone 02 9577 3333 | Fax 02 9577 3377 | Email [campaigns@choice.com.au](mailto:campaigns@choice.com.au) | [www.choice.com.au](http://www.choice.com.au)

The Australian Consumers' Association is a not-for-profit company limited by guarantee. ABN 72 000 281 925 ACN 000 281 925