



consumer
action
law centre

OUR VISION:

a just marketplace,
where people have power
and business plays fair

OUR PURPOSE:

To make life easier for people experiencing vulnerability and disadvantage in Australia

What is efficient?

- The existing market outcomes are not efficient!
- Competition is a means to an end – not the end in itself
- Efficiency should have a key focus on removing 'wasteful' or other costs that don't provide value to customers
- Is the 'disengaged' consumer the most efficient?





Some issues

- Retail operating costs – how do we not build in existing inefficiencies?
- Customer acquisition and retention costs – allowances for expensive marketing channels?
- Retail margin – circular approach?
- “True up” of ascertainable costs

Broader policy issues

- How do we ensure people get access?
- Not many people are on standing offers – many more likely to be on expired benefits
- Energy Charter – shouldn't retailers adjust prices for all customers so no-one is paying higher than VDO unless they've chosen to do so?

