

Media Release

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Strategic Priorities will focus sector on consumer outcomes

Energy Consumers Australia today welcomed the Australian Energy Market Commission's Discussion Paper on Strategic Priorities for the Australian energy sector.

In a speech delivered today, CEO Rosemary Sinclair, said the [Strategic Priorities Discussion Paper](#) provided a solid foundation for engagement across the sector about transformation and providing better value to consumers.

"The Discussion Paper the Australian Energy Market Commission has released today will stimulate a conversation about shifting the focus of the sector from assets and infrastructure to consumer outcomes.

"A laser-like focus on energy affordability is needed to successfully transform the sector." Ms Sinclair said.

Ms Sinclair said in a market characterised by unprecedented change, an agreed strategy was needed to help ensure that all the levers available to policy makers and regulators were being pulled in the same direction.

"We need to reconcile, sequence and prioritise the recommendations of the Finkel, the ACCC and State Government reviews to re-build trust and confidence with consumers that the market can deliver better value outcomes.

"The Australian Energy Market Commission has worked with the Australian Energy Market Operator, the Australian Energy Regulator and Energy Consumers Australia to develop a set of principles and a process to guide the transformation of the sector."

Ms Sinclair encouraged stakeholders to respond to the Discussion Paper and engage in these important discussions about the future of the sector.

"We need buy-in and commitment from industry and all parts of the energy sector to shape the Strategic Priorities and translate them into action.

"A rules and compliance culture won't work in the new more dynamic market and the Strategic Priorities framework is an opportunity to embed a preference for industry-led, consumer supported innovative solutions in decision-making across the sector.

"We're looking to retailers and other businesses to innovate and offer consumers the 'cost and control' solutions they are telling us they want as the market transforms."

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