

13 February 2026

Australian Energy Market Commission

Dear Sir/Madam,

Feedback on draft report – Electricity pricing for a consumer-driven future

As one of the millions of residential electricity customers being constantly hammered by rising electricity prices this report largely fails as being in the consumers interests. The review is predominately focused on benefiting the electricity supplier and retailer cartels that Australia is unfortunately saddled with.

POSITIVES

SIGNUP TARIFF ABOLITION: There is really only one change in the review that might benefit the customer and that is to outlaw the practice of offering sign-up tariffs to new customers. Given electricity is an essential service the whole focus on electricity pricing has to be making each tariff available to all under the same conditions.

COMPARISON SITES: Simplifying this will be of great benefit. The Victorian Energy Compare website is not easy to use and gets “swamped” by cheaper offers from obscure retailers leaving you to manually research the main suppliers.

NEGATIVES

DAILY SUPPLY CHARGE: My main concern that AEMC need to reconsider is the proposal that will see fixed daily service charges to be increased significantly (again). This is dumb given that is the one area no one can change by adapting their use. It has also been that retailers have been significantly increasing this charge at every opportunity – my last tariff adjustment this went up over 30%.

TRANSPARENCY: The other problem with Network Tariffs and daily service charges is there is absolutely no visibility of what component is what in the retail tariffs. This means the customer cannot tell if the retailer is gilding the lily on actual cost or just upping their profit margin.

RETAILER PRICE ADJUSTMENT INTERVALS: Theres not strong enough measures in the review to top retailers adjusting pricing more than once a year. There is a practice to entice customers with an appealing sign-on plan and then dramatically increasing the tariff a few weeks later. The abolition off sign-off tariffs may help with that but won't eliminate the practice completely I suspect.

PRICE STABILITY: Residential and small commercial customers are focused on minimising costs but they should not have to be constantly monitoring the market or their consumption to do this. Most can make some adjustments to say run loads at off-peak but not to be continually focused on chasing a moving target of tariff structures.

HIDDEN TARIFFS: I didn't see anything in the reforms that will force retailers to publish all their new tariffs at the same time. At present my retailer (AGL) tells me the plan I am on will be increasing and gives me the new rates for that plan only but refuses to tell me what the rates will be on their other plans from the implementation date – until I lodge a complaint. The last one I got no action until I went to the ombudsman.

REFORM THE MARKET OPERATIONS: There doesn't seem to be much in the reforms to address how the suppliers are gaming the systems with the 5min generation bidding. This makes the supply market really just a glorified casino. It should be more heavily regulated to limit price swings which would provide more certainty to the suppliers as well as customers.

AI and DATA CENTRES The report does not seem to recognise the significant impact of large data centre demands on the system. There seems to be an absence of making these energy hungry users pay for network enhancement. This needs to be looked at so that small residential and commercial customers are not saddled with network upgrades they didn't need.

SOLAR/BATTERY FEED-IN TARRIF”

Residential solar and battery systems provide a significant saving to networks in that they reduce load in what used to be high demand/stress on the system (summer day time) that the reforms seem to be overlooking. To make it worth while for home batteries to better support evening peaks there needs to be incentive in the feed-in tariff. At present my battery is worth 40 times more to me to avoid peak energy use from 3-9pm than anything I can get for export. Hence, I am not interested in joining any virtual power plant systems as there is no financial incentive.

Yours Sincerely

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