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PRESS RELEASE

A More Efficient Energy Future?

The Energy Retailers Association of Australia Inc (ERAA) today welcomed the release of the federal governments' "Securing Australian Energy Future" package.

ERAA Executive Director, Deane Russell said "The package contained many initiatives that will go some way to capturing a lower emission future for Australia."

The ERAA believes there is still a need for both the federal and state government to progress market reforms so that the community is able to respond to the real costs of energy supply.

Russell said "Uncontrolled demand and current energy price distortions mask the real costs to the community particularly to smaller consumers who contribute to a more "spiked" energy supply."

Australia enjoys the third cheapest energy prices in the western world, but unlimited demand for very cheap energy in Australia is unsustainable.

Reforms in the energy market have delivered annual benefits to Australia of \$1.5 billion but further reforms are needed to secure investment and to change unlimited consumer demands which are primarily driven by increasing demand for air conditioning.

Russell said, "The ERAA is most supportive of the Solar City and Mandatory Energy Efficiency Assessments which are an important part of the overall package. We urge all Australians to take responsibility for energy use, and the subsequent green house gas emissions."

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