

Dear Prime Minister,

We write to you on behalf of New Zealand businesses, households, communities, and independent energy retailers to appeal for urgent reform of our energy sector.

Our energy market is broken.

In its current form, it has failed to serve regular New Zealanders, businesses, and our national infrastructure needs.

We're running out of gas, and new electricity generation just isn't being built at the rate we need.

The electricity market is hampered by market power that suppresses competition and works against consumer interests and efficient economic outcomes.

When a handful of companies control both generation and retail supply, the competitive pressures that should attract new investors and drive innovation, efficiency, and fair pricing are severely diminished.

Investment in new generation is being delayed, sustaining high prices, and contributing to the energy supply crisis we now face.

Our dysfunctional electricity market is holding back New Zealand's productivity, restricting our international competitiveness, and driving up the cost of living.

The status quo cannot be allowed to continue.

Power prices are soaring, leaving New Zealand families with stark choices to make about whether to heat their homes this winter. Independent retailers and value brands are disappearing, reducing consumer choice.

For many businesses the wholesale costs have more than doubled.

Regional employers are shutting their doors, with hundreds of jobs and decades of investment lost. Families and communities are being left behind.

The time for incremental adjustments has passed. This is the Government's most impactful economic reform opportunity.

We need comprehensive reform that addresses both the immediate supply challenges and the underlying structural problems that created them.

Level the playing field. Put protections in place for consumers and businesses alike. Unlock investment in low-cost, renewable generation. Put forward an energy strategy that all political parties can sign up to.

We urge you to use this once-in-a-generation opportunity to reshape our energy market, leveraging our extraordinary natural resources to create a secure, affordable, highly renewable electricity system that will become the cornerstone of New Zealand's competitive advantage.

New Zealanders deserve a system that truly serves them.

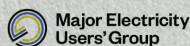
Let's take decisive action.

Yours faithfully,

Independent Retailers



consumer.



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