

Flo Energy Australia Pty Ltd – Electricity retail licence application

Submission received through Engage Victoria

1. Date submitted: 11/03/2024

Submission written by: *[Redacted for privacy]* (Victorian consumer)

Do you think Flo Energy Australia Pty Ltd being granted an electricity retail licence will benefit the long-term interest of Victorian consumers?

No. There are almost 30 retailers in Victoria right now and if the govt thinks it is better to have a greater choice they had better think again as experience has found that anyone entering the market will only take customers from another retailer which puts pressure on all others to give other short term gains to influence the market and then proceed to hike prices.

Do you have any views on Flo Energy Australia Pty Ltd's ability to comply with its regulatory obligations?

No

Do you think having Flo Energy Australia Pty Ltd as a new electricity retailer in the market will create greater competition?

No

Why do you think Flo Energy Australia Pty Ltd will affect the level of competition in the market?

As above

What effect on electricity pricing do you think Flo Energy Australia Pty Ltd's entry will have?

Other. as said...lower to enter the market and then change to higher or with spurious pricing making their offer look better than others but realistically not doing so but tricking the customer into believing that they are better off!!