

# CleanTech Energy Pty Ltd

## Electricity Retail License Application (Public)

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### Applicant Details

Applicant: CleanTech Energy Pty Ltd

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### Application Summary

The core activity of CleanTech Energy Pty Ltd will be to service large energy users within the SWIS through individually tailored electricity solutions.

CleanTech Energy Pty Ltd holds the primary objectives of:

- advancing the utilisation of renewable energy sources in Western Australia;
- providing tailored electricity solutions to large energy users within the SWIS;
- encouraging competition for electricity retailers within the SWIS, where doing so would promote economic efficiency; and
- minimising the cost of electricity for consumers within the SWIS.

## Public Interest Information

### 3.5.1 *Statement and evidence about any information that might assist the Authority forming the view that the application is not contrary to the public interest*

The granting of an electricity retail license to CleanTech Energy Pty Ltd will serve to benefit the public interest.

#### *(a) Environmental considerations*

Grant of the license will benefit this through:

- increasing the number of electricity retailers committed to supporting the generation and efficient use of electricity from renewable and sustainable energy technologies

#### *(b) Social welfare and equity considerations, including community service obligations*

Granting of the license will benefit this through:

- an increased number of electricity retailers committed to tailoring electricity solutions for large energy users within the SWIS; and
- reduced cost of electricity for end-users through increased competition.

#### *(c) Economic and regional development factors, including employment and investment growth*

Granting of the license will benefit this through:

- assisting local economic growth through lowering end-user electricity costs by increasing electricity retail competition; and
- assisting local economic growth through the provision of tailored electricity solutions for large energy users within the SWIS; and
- supporting future investment in renewable energy projects.

#### *(d) The interests of customers generally or of a class of customers*

Granting of the license will benefit this through:

- providing additional electricity retail options for large energy use customers that would benefit from individually tailored energy solutions; and
- providing additional options for small scale renewable energy power plants which require support through regulatory, contractual, and Wholesale Electricity Market obstacles.

#### *(e) The interests of any licensee, or applicant for a licence, in respect of the area or areas to which the order, if made, would apply*

Granting of the license will benefit this by supporting overall electricity retail market efficiency through increased competition, however this process may involve a redistribution of benefits from the existing holders of electricity retail licenses.

(f) *The importance of competition in electricity and gas industry markets*

Granting of the license will benefit this through:

- directly supporting an increased level of competition in the electricity retail market within the SWIS.

(g) *The policy objectives of government in relation to the supply of electricity and gas*

Granting of the license will benefit this through meeting the Objectives of the Wholesale Electricity Market:

- *“promote the economically efficient, safe and reliable production and supply of electricity and electricity related services in the SWIS”*

through increased competition within the retail electricity market; and

- *“encourage competition among generators and retailers in the SWIS, including by facilitating efficient entry of new competitors”*

through increasing the number of retailers within the SWIS, as well as assisting the connection of new electricity generation sources; and

- *“avoid discrimination in that market against particular energy options and technologies, including energy options and technologies such as those that make use of renewable resources or that reduce overall greenhouse gas emissions”*

through supporting the connection of unique renewable energy generation sources, as well as providing tailored options for future small scale renewable energy power plants and large scale energy users; and

- *“minimise the long-term cost of electricity supplied to customers from the SWIS”*

through tailored energy solutions for large scale energy users and increased competition within the electricity retail market; and

- *“encourage the taking of measures to manage the amount of electricity used and when it is used”*

through tailored energy solutions for large scale energy users.

(h) *Any other matters considered appropriate and relevant which may impact on the public interest*

The granting of the license to CleanTech Energy Pty Ltd will benefit the public interest by increasing competition in the electricity retail market.

A focus on renewable and sustainable energy solutions will also mean that granting the license to CleanTech Energy Pty Ltd shall benefit the public interest through environmental, equity, and broader economic benefits.