



Energy Trade Pty Ltd – Electricity retail licence application

Non-confidential submissions received through Engage Victoria

1. Date submitted: 12 January 2026

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

Do you think if Energy Trade Pty Ltd is granted an electricity retail licence it will benefit the long-term interests of Victorian consumers?

Other / don't know

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

No

Do you think having Energy Trade Pty Ltd as a new electricity retailer in the market will create greater competition, particularly within embedded networks?

Other

Please specify

Presumably yes

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

Unsure

Is there anything else you think we should consider as we assess Energy Trade Pty Ltd's electricity retail licence application?

[no response]

2. Date submitted: 13 January 2026

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

Do you think if Energy Trade Pty Ltd is granted an electricity retail licence it will benefit the long-term interests of Victorian consumers?

No

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

I don't have any specific views about this company and will leave others to do thorough background checks on all key personnel. My opposition to the granting of any more licenses to retail energy supply to Victorian customers relates to the dysfunctionality of the entire system. I don't know where the State Govt is at with regard to re-establishing the SEC but if there is to be a role for the SEC at all, it should be to rethink and establish an entirely new framework for energy supply and delivery in this State. Indeed, Victoria could and should be a leader in the nation in this respect. In short, given we are already very close to having a decentralized, renewable energy "generator" in this State, by way of hundreds of thousands of detached homes, businesses and some apartments but too-few shopping centers, we are already close to our dream of 100% renewable energy supply by, breathe deep, 2030. Yes, 2030. This is especially so given the Federal Govt's new rebate offer for household batteries, introduced in 2025 and, apparently, was fully subscribed within two months of the full year. In light of recent bushfires right across Victoria (except glorious solar powered Mildura, and Portland and Warrnambool) it is even more important to just go local or on-site solar, or wind power, plus battery. In addition to the many efficiency, efficacy, environmental and financial savings to customers, there are many social benefits too, crucial to addressing the cost of living crisis many households living in energy-inefficient homes, especially rental ones. Those social benefits are too many to list here and, to be honest, I'm just not in the mood to give away yet more of my expertise for free - a fatal flaw in your Engagement style. I can say more upon request, if you have any further questions.

Do you think having Energy Trade Pty Ltd as a new electricity retailer in the market will create greater competition, particularly within embedded networks?

No

Please specify

[no response]

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

No change

Is there anything else you think we should consider as we assess Energy Trade Pty Ltd's electricity retail licence application?

The entire model of wholesale and retail supply of energy to customers is obsolete, dysfunctional and dangerous. Adding yet another supplier only makes things more confusing to time poor customers who should not be expected to do all the work to shop around. This system really is farcical and treats customers with contempt, especially older fair people, those stuck in rental accommodation and suffering other major stresses such as domestic violence, unemployment and / or disability. It's as if someone in government deliberately thought up a system to make life as hard as possible for mere residential consumers, while major industrial operators get to largely bludge off us, especially recent ridiculous proposals for mega - data storage facilities we definitely do not need, while be prime targets for hacking and we know our data will not remain safely stored as a result.

3. Date submitted: 4 February 2026

Submission written by: [Redacted for privacy] (long-term tenant in an apartment block)

Do you think if Energy Trade Pty Ltd is granted an electricity retail licence it will benefit the long-term interests of Victorian consumers?

Other

Please specify

It's not about benefits for either apartment dwellers or the aforementioned legal entity, it is critical that the data security of the consumers' details are ensured during their tenancy or ownership and there is a procedure in place to manage the data captured until such time that the data is archived and eventually destroyed based on industry best practice

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

This can be achieved and the processes and procedures regularly reviewed and approved by the company board as well as the effective tweaking of the compliance obligations and not simply attesting Yes or No

Do you think having Energy Trade Pty Ltd as a new electricity retailer in the market will create greater competition, particularly within embedded networks?

No

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

No change

Is there anything else you think we should consider as we assess Energy Trade Pty Ltd's electricity retail licence application?

Life Support customers must be handled with extreme care as they are mostly vulnerable customers and people situations change from one day to the next re employment.

Non-confidential submission received by email

Date submitted: 12 January 2026

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

Text of email submission:

"There is no information available for review - it is all locked confidential and therefore this company has failed their first test to be open and transparent."