

## Hanwha Energy Retail Australia Pty Ltd (Nectr) application for an electricity retail licence

### **Submission received through Engage Victoria**

**Date submitted:** 26 January 2022

**Submission written by:** Anonymous (Victorian Consumer)

#### **What are your views of Hanwha Energy Retail entering the electricity market?**

Frankly this is "just another retail organisation" who will compete with the current market players and the only form of competition is to "switch consumers from another retailer". In anyone's language this amounts to "Churn".

Retailers in all categories are recipients of accounting energy data as provided by the wholesaler/distributor and fundamentally this is formulated into simple invoices sent to customers. There are no tricks and very little work making up a reasonable to acceptable profit margin by Hanwha.

There are differences in all states of Australia re processes, laws, pricing and regulations when operating in each state which are defined but systems need to have that flexibility in dealing with customers requirements. This is not evident here.

We know that all pricing levels are set within the ESC framework and very little differentiation can be provided for the average customer given the commercial interests presentations to the ESC.

**Do you think Hanwha Energy Retail's entry will benefit the long term interest of Victorian consumers?**

No

**Do you think having Hanwha as a new electricity retailed in the market will create greater competition?**

The only capability that Hanwha brings to the market is marketing for churn!

**What effect on electricity pricing do you think Hanwha Energy Retail's entry will have?**

There is nothing to suggest within the presented documents that would give a clue as to pricing except the promise of 12 month contracts which are standard by all companies!

**Do you have any views on Hanwha Energy Retail's ability to comply with its regulatory obligations?**

There are no indicators that suggest or imply that Hanwha will comply or how they will comply with regulatory matters and even then they indicate that they are in discussion with a number of these authorities currently, basically meaning that such matters are not concluded!

**Is there anything else you think we should consider as we assess Hanwha Energy Retail's electricity licence application?**

If I were the ESC it would be my intent to do an audit of their accounting, finance and billing systems with some data provided by Powercor or other and critically examine whether the outcomes are in line with expected by other retailers. I suspect that there may be some areas for better forensic evidence!

Let's see what their rates are and how they apply them before we let the cat out of the bag!