



SUPA Energy Pty Limited – Electricity and gas retail licence applications

Non-confidential submissions received through Engage Victoria

1. Date submitted: 05/09/2025

Submission written by: *[Kayla Howe]* (Customer advocate/community organisation)

Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?

Yes

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

I think they will be able to comply

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

Yes

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

Unsure

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

SUPA having a retail licence will allow social housing tenants to more easily access concessions and manage their commitments

2. Date submitted: 12/09/2025

Submission written by: [Stephen Repacholi] (Victorian consumer)

Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?

No

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

If the cannot provide centerpay as a payment option. The system integration and testing is obviously too much for them to handle.....

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

No

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

Prices will be more expensive

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

They provide power to multiple community housing locations. A large majority Residents are low income they need to provide CENTERPAY option. They should not be grated licence untill CENTERPAY payments is a option

3. Date submitted: 14/09/2025

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

Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?

Yes

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

[No comment made]

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

Yes

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

Prices will be cheaper

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

For embedded networks /and residents in locked into embedded networks - this is very important to have an alternative provider

4. Date submitted: 28/09/2025

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

Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?

No

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

No

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

No

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

Prices will be more expensive

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

Embedded networks are a trap for residents. Everyond should have freedom of choice when it comes to energy companies, and with that comes competition and competitive pricing.

5. Date submitted: 30/09/2025**Submission written by: [Redacted for privacy] (Victorian consumer)****Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?**

No

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

I am with SUPA formerly B. Energy in an embedded network.

If i had known how i couldnt afford heating in winter I would not hseve moved into this place. Once a year we have to scan 12 months worth of bills to get a yearly pension concession. Then send that to DFFH Its so much work for no benefit. The hot water heating is expensive too. Many other tenants in my complex are struggling. Getting E for estimate on bills. Cold Showers, staying out all day as i am terminally ill & cannot afford to be home using power. I have had to beg the government for help with bills.

They say they are affordable but this is unsustainable. Added extra charges on our bills. I have to move. I cannot let my health deteriorate any more. I was in credit before i moved to this place. I will be most likely in debt with SUPA energy...formerly B Energy who were charging GST without a license. That's when they changed their name to SUPA Energy.

Taking advantage of vulnerable pensioners, its hard enough trying to survive on a pension. We should not hseve to choose whether to pay for our food which is getting expensive, medications or power for our heating & cooling. Also why are our meters hidden?

Please no!!!!

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

No

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

Prices will be more expensive

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

After being with them over a year
 ..a definite NO from me.

6. Date submitted: 30/09/2025**Submission written by: [Redacted for privacy] (Victorian consumer)**

Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?

No

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

They are charging as much as they want People are struggling to pay the amount they charge

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

No

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

No change

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

They need to comply and charge correct amount to consumers a single woman should not be paying \$180 per month on solar power

7. Date submitted: 30/09/2025**Submission written by: [Leon Kahan] (Victorian consumer)**

Do you think if SUPA Energy Pty Limited is granted an electricity retail licence and a gas retail licence it will benefit the long-term interests of Victorian consumers?

No

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

Supa Energy have demonstrated that they have ' NO ' ability to comply with regulatory obligations

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Supa Energy is ethically and morally incapable of operating in compliance .

Granting Supa Energy a retail licence is like trusting a car thief with the keys to a car dealership .

Why would you condone and enable a disgusting racketeering, fraudulent, non - rule abiding entity such as Supa Energy, by ' GRANTING ' them a licence to inflict misery, oppression on poor elderly pensioners and vulnerable people and the general consumers ?

I am a victim- a hostage of Supa Energy under their embedded network through their business partner CHL/ Horizon Realty . I currently have a civil consumer affairs case against Supa Energy with VCAT ; [Redacted - personal information: VCAT case reference number]

Supa Energy formerly operated under the 'stolen' Dutch company name,- ' b.energy ' and were issuing outrageous bills to tenants ('hostages') with GST . B.energy under the helm of Geoff Robert Horth were ' NOT ' registered for GST as per ASIC records and I reported them to the ATO; [Redacted - personal information: ATO reference number] where the ATO spent nearly an hour with me as they were very interested in Geoffrey Robert Horth and James Dunstan- CEO of SUPA (Smart Urban Properties Australia / Supa Energy) and were concerned about essentially 2 CEOs of the same company . In less than 3 weeks post ATO reporting, Supa Energy dissolved the ' b.energy ' name and sent everyone an email stating " same great company,- new name (Supa Energy) " .

Supa Energy is in violation of consumer laws ;

Section 18: Misleading Deceptive Conduct.

Section 60: Due Care and Skill.

and Section 29: False Misleading Representation Of Services.

They fraudulently state on their welcomepack " low price match guarantee " where in reality, they gouge customers with exorbitant fake bills .

They state, " we respect the consumers right to choose another retailer of choice as our gate meters are " UNLOCKED " . This is another fraudulent claim as their meters are locked . I tried to engage my former provider Red Energy of my former residence, who confirmed the meters are locked where no outside provider is able to access the meters .

Upon first sign up, they charge a \$36 connection fee where no other retailer these days does that as it is all done remotely .

Supa states that if you choose another retailer of choice, you will still be charged a supply fee from them (which is outrageous and deliberately designed to make it not worth the consumers effort to engage another provider, besides the fact that no other provider can access the meters anyway).

Supa falsely claim to be super Energy efficient with heat pumps and ample solar panels for " low cost " . When I emailed them about solar feed in concessions, the response from ' [Redacted -

personal information: non-director employee name] of Supa Energy was " The solar feed in is NOT for the customer. It's for us (the savings-profit), so we draw less off the grid " .

CitiPower confirmed that my area (Brighton) is one of the cheapest zones in Melbourne if we were on the grid . They also agreed that Supa Energy's billing practices is outrageously expensive and stated " Embedded networks we thought are supposed to be BANNED in Victoria ."

Recently, with alot of noise raised regarding ' solar concessions ', Supa started offering insulting pennies worth (\$12) solar concessions and immediately introduced a new charge to not only compensate for their solar concessions impedance on their profits, but offset it with an outrageous ' HOT WATER TANK COLD WATER REFILL CHARGE " of \$38,- even more profit for them at our expense .

We pay South East Water billing separately which is around \$20 per QUARTER . Supa charges 70- 100 for a little over 21 days of WARM water use- mixed in our faucets .

Elderly neighbors who made the error of signing up to Supa Energy direct debit scheme have complained about Supa unlawfully swiping their accounts 7 days prior to the billing due dates which has put them in financial dire straits .

It would be a very dark day for the public if you grant this underhanded, unscrupulous joke of a company (Supa Energy) a retail licence and you should be ashamed of yourselves if you do so as this will enable such a parasitic thieving entity to thrive more at the misery and expense of the unsuspecting public (who have not yet experienced Supa Energy) ESPECIALLY in this cost of living crisis .

Do you think having SUPA Energy Pty Limited as a new electricity retailer and gas retailer in the market will create greater competition, particularly in embedded networks?

No

What effect on electricity and gas pricing do you think SUPA Energy Pty Limited's entry will have?

Prices will be more expensive

Is there anything else you think we should consider as we assess SUPA Energy Pty Limited's electricity and gas retail licence applications?

Based on just a few above examples of Supa Energy's misconduct that i have stated above (I can provide you with plenty of written evidence), I strongly ADVISE and EMPLORE you to NOT grant Supa Energy any licences . In fact, the opposite is BEFITTING and JUST- where they should have their operations licence REVOKED .