



## ERM POWER RETAIL PTY LTD

# Application for the Issue of a Retail Electricity Licence by the Utilities Commission of Northern Territory (NT)

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**To:**

Dr Pat Walsh

The Commissioner

Utilities Commission of Northern Territory

Level 9, 38 Cavenagh Street Darwin NT 0800

GPO Box 915, Darwin NT 0801

[utilities.commission@nt.gov.au](mailto:utilities.commission@nt.gov.au) [www.utilicom.nt.gov.au](http://www.utilicom.nt.gov.au)

**Submitted on behalf of ERM Power Retail Pty Ltd by:**

Mitch Anderson

Phone (07) 30205134

Chief Executive Officer

ERM Power Retail Pty Ltd

PO BOX 7152 Riverside Centre Q 4000

ABN 87 126 175 460

ASX Code EPW

## Introduction

This retail license application and supporting documentation is submitted for consideration by the Utilities Commission under the Utilities Commission Act 2000, the Electricity Reform Act 2000 and is prepared in consideration of the requirements of the NT Electricity Licensing Manual V2.1 January 2007.

Any questions or any additional requirement pertaining to this application can be directed to:

Mitch Anderson

Chief Executive Officer

ERM Power Retail Pty Ltd

Phone: 07 30205133

Email: [manderson@ermpower.com.au](mailto:manderson@ermpower.com.au)

Level 26 Riverside Centre

123 Eagle Street Brisbane Q 4000

Postal address: PO BOX 7152 Riverside Centre Q 4000

The information which follows is provided under the guidance of the conditions set out in the Licensing Manual released by the Office of the Utilities Commission titled:

“Electricity Licensing Manual Version 2.1 January 2007”: Licences to Conduct Operations in the Northern Territory

## Section 1 Background - who is ERM Power Retail Pty Ltd?

ERM Power's electricity retail sales business was established in 2007. ERM Power Limited is a publicly listed company registered on the Australian Stock Exchange.

ERM typically retails electricity to larger business customers which typically spend more than \$75,000 per annum on electricity. We are currently a niche retailer who only contracts with large business and corporate customers. We have over 2,000 commercial customers in the National Electricity Market (NEM) as well as in Western Australia's market.

We have the ability to provide large commercial, corporate and industrial energy users with tailored energy solutions.

This is achieved primarily through ERM Sales' customer-centric focus, working with customers to deliver a product tailored to their needs.

Price, terms and conditions are negotiable.

ERM Sales' customers operate in a wide range of industries including manufacturing, mining, education, healthcare, infrastructure, retailing, government and consumer staples.

ERM Sales is currently one of the largest electricity providers (by load) to business customers in Queensland and has a growing business in New South Wales, the Australian Capital Territory, Victoria, Tasmania, South Australia and Western Australia. This application is to grow our business in the Northern Territory.

### Our People

ERM Power's people are working from the ground up to meet Australia's growing demand for cleaner, greener, gas-fired energy.

ERM Power's extraordinary performance, growth and success are the result of our strategy to invest in skilled and talented employees who are experts in the energy market.

ERM Power has about 120 employees who are located in Queensland, New South Wales, Victoria, Tasmania and Western Australia and we are considering our requirements for the Northern Territory whilst preparing our application.

Investing in people of the highest calibre means that ERM Power is able to move quickly and intelligently to seize opportunities and add value for our customers and shareholders.

What's more, many of ERM Power's staff are also our shareholders.

At ERM Power we pride ourselves on having built a company that consistently delivers, while helping preserve the environment and our communities for future generations.

Founded in 1980 as a specialist energy advisory firm, ERM Power has grown into an integrated energy company with businesses spanning electricity sales, generation and gas procurement.

Appendix 1 provides detail on ERM's Board of Directors whom have overseen our growth.

## **Our customers**

Recent independent industry research considered ERM to be the leading retailer in the NEM specifically related to:

1. "ERM Power has the highest proportion of satisfied customers compared to all other retailers included in this study.
2. ERM Power dominates all other retailers in terms of customer satisfaction with billing
3. ERM Power has the highest proportion of customers satisfied with their Account Management.
4. ERM Power has the highest customer satisfaction with information provision and technical advice."

We believe our service offering to customers is setting the industry benchmark. We further believe the principal reasons our customers wish us to attain a license in the Northern Territory is our ability to deliver on our customer business model.

## **Public Interest**

ERM Power Retail entering the electricity market in the Northern Territory will improve competition to "Large Use" contestable customers and will not be contrary to the public interest for environmental, social, economics & regional development.

In summary, ERM Power Retail wishes to enter the Northern Territory Electricity Market by delivering electricity commencing on 1 July 2012 and pre-sales commencing some time earlier.

The company is in a good position to provide competitive electricity products and industry best customer service.

ERM Power Retail is looking forward to making a success of this new business venture.

The following sections outline our response to the license obligations.

## Section 2 Licence type required

The application from ERM Power Retail Pty Ltd (ERM) is for an Electricity Retail Licence for the purposes of retailing electricity to contestable customers within the Northern Territory.

## Section 3 Applying for a new License

As requested under section 4 of the Electricity Licensing Manual we offer the following commentary and detail:

### Application:

We believe our application meets all the requirements stipulated in the "Electricity Licensing Manual Version 2.1 January 2007": Licences to Conduct Operations in the Northern Territory.

### Fees:

Our fees for this application are attached, \$1000.

Annual Fees and renewal fees and process for calculating charges have been noted and budgeted for.

Invoices should be marked to "Accounts Payable" and sent to:

ERM Power Retail Pty Ltd

PO BOX 7152

Riverside Centre Q 4000

## Notice of licence decisions

Notices should be directed to:

Mitch Anderson

Chief Executive Officer

ERM Power Retail Pty Ltd

Phone: 07 30205133

Email: manderson@ermpower.com.au

Level 26 Riverside Centre

123 Eagle Street Brisbane Q 4000

Postal Address: PO BOX 7152 Riverside Centre Q 4000

## Section 4 Licence Conditions

As requested under section 5 of the Electricity Licensing Manual our comments supporting our application to your requirements are:

Requirement 5.13 the ERA indicates that a retail licence may be subject to conditions determined by the Commission requiring the retail entity to:

- (a) take reasonable steps to ensure that it has in place at all times arrangements to generate and supply electricity to its (contestable) customers;

**At ERM we continually meet this obligation in all states of Australia and we believe we have the financial capability, legal capacity, systems, process and people to accommodate this condition.**

- (b) until a date determined by the Minister – request its (contestable) customers to give written consent to the retail entity providing their names, addresses and other contact details from time to time to the Commission and the Commission providing that information to other retail entities;

**Our customer contract is attached for your perusal on our compliance to this condition** and

- (c) enter into and comply with an agreement with each generation and network entity providing services to the retail entity's customers as to the co-ordination of the provision of services to those customers, including arrangements for handling any complaint that a customer has about the quality of the services;

**We will comply. We are in the process of finalising a Power Purchase arrangement with PWC Generation and a Network access agreement with PWC network. Our progress on this activity is attached for your information. We have agreed our next step in the negotiation is for ERM to be licensed to retail in the Northern Territory which will then allow finalisation of agreements.**

Requirement 5.14 Appendix C sets out the terms likely to appear in a retail licence;

**These terms are noted and are consistent with our terminology in documentation utilised in the market.**

## **Section 5 General Information requirements**

Information requested under section 6 of the Electricity Licensing Manual.

### **General**

We will comply with all elements of sections 24 and 28 of the Energy Reform Act (2000) in particular the obligations required for selling of electricity to contestable customers.

### **Legal identity**

Our application is submitted in the name of ERM Power Retail Pty Ltd ABN 87 126 175 460 a legal entity registered in Queensland, with the registered address of; level 5 123 Eagle Street Brisbane Q 4000.

A copy of our certificate of incorporation is provided with this application and embedded below.

### **Contact details**

For this application:

Ricky McCulloch

ERM Power Retail

Phone: 0417587841

Email: [rmcculloch@ermpower.com.au](mailto:rmcculloch@ermpower.com.au)

For all other company related matters:

Mr Mitch Anderson

Chief Executive Officer

ERM Power Retail Pty Ltd

Phone: 07 30205133

Email: manderson@ermpower.com.au

Level 26 Riverside Centre, 123 Eagle Street Brisbane Q 4000

or PO BOX 7152 Riverside Centre Q 4000

### Licence types required

ERM Power Retail Pty Ltd is applying for a retail license for contestable customers in the Northern Territory. Ideally the licence would be granted in May 2012 for 1<sup>st</sup> of July 2012 start.

We would be seeking a licence for the maximum term allowed as stated in 2.21 of the Electricity Licensing Manual v 21. Jan 07, that is 5 years.

### Licensee details

Our certificate of incorporation is provided above and details our license application name. That is "**ERM POWER RETAIL PTY LTD ACN 126 175 460.**"

Appendix 1 provides detail on ERM's Board of Directors.

Appendix 2 provides an overview of our corporate governance.



## Nature of ERM Power participation in the Energy Industry

ERM Power's people are working from the ground up to meet Australia's growing demand for cleaner, greener, gas-fired energy.

We have built a company that helps preserve the environment and the communities in which we work for generations to come.

With more than 30 years in the energy sector, ERM Power has been helping to power Australia for generations. Founded in 1980 as a specialist energy advisory firm, ERM Power has grown into an integrated energy company with businesses spanning electricity retail sales, generation and gas procurement.

ERM Power is one of the leading electricity suppliers to the business customer market in Queensland and a growing presence in other states and territories. Our expansion into the Northern Territory is being pursued on the demand of our customers and our reputation as being Australia's only true National retailer.

## Technical Capacity

ERM has extensive capabilities in the areas of generation, building construction and operation as well as project management expertise in establishing and managing major energy infrastructure projects. This coupled with ERM Power Retail sales extensive experience in operating and trading in electricity markets across Australia provides sound technical capability in the energy sector in retailing.

Our ERM Retail Sales management team is supported by a wealth of industry professionals and has over 60 years' combined experience in the energy industry and their details are attached in Appendix 3.

ERM Power Retail currently holds electricity retail licences in all region in the National Electricity Market (QLD, NSW, ACT, VIC, TAS, WA and SA), and has contracted electricity sales in all of these jurisdictions.

Electricity retailing in the Northern Territory is a natural progression for ERM Power retail in becoming the national electricity retailer of choice for "Large Use" customers.

ERM Power Retail will only supply "Large Use" customers (typically greater than 160MWh pa) in the Northern Territory.

## Technical Ability

ERM Power Retail performs all electricity retail functions in-house, and independent of any other part of the ERM Group of companies. The in-house functions include management, sales, settlements, billing, customer relationship management, derivative trading (hedging), financial control, and legal counsel. Detail of the nature of our system is provided in Appendix 4, this should be treated as "commercial in confidence".

Each manger employed by ERM Power Retail is an industry expert in their own right and bring industry best practices to the organisation. This has been an integral part of the success on ERM Power retail over the past three years in the QLD, NSW, ACT, VIC, TAS, WA and SA jurisdictions, and will underpin success in the Northern Territory Electricity Market.

ERM Power Retail has developed a fully integrated Energy Management System (EMS) specifically for the requirements of ERM Power Retail to operate in the National Electricity Market. This includes online and hard copy billing, debtor and credit management system. Customers are typically billed monthly with 14 day payment terms the standard for our customers. For more information please refer to the standard customer terms and conditions attached to this application.

The EMS is used to manage all processes of electricity retailing including customer transfers, data management, billing and settlements, and an interface to AEMO InfoServer for other market related activity. EMS also directly interfaces to the Customer Relationship Management System (CRM), which stores customer details in relation to both prospecting and contracted parties.

ERM provides monthly market updates to all its customers on activity in the energy market through its unique online customer portal. We also provide up to date consumption and usage patterns and history within this portal.

Our subsidiary, Sage Utility Systems, has been contracted to extend the functionality of the EMS to underpin electricity retail operations in the Northern Territory.

## **Subcontract Staff Policy**

All functions of retail operations are performed in-house; as such, no subcontractors will be used by ERM Power Retail.

ERM Power Retail requires that all functions of electricity retail operations are undertaken internally to maintain control and quality over the delivery of electricity retailing services functions include management, sales, settlements, billing, customer relationship management, derivative trading (hedging), financial control, and legal counsel.

## **Customer Complaints Management process**

ERM operates a complaint resolution/management process that manages complaints to a resolution as expeditiously as possible. Complaints are responded to within 48 hours. Our process is attached for your information.

## **Risk and Compliance Management**

ERM's operates under strict corporate governance guidelines with appropriate instruments such as charters and policies in place.

More detail on our approach can be found at [www.ermpower.com.au](http://www.ermpower.com.au).

These compliance instruments include (from our intranet site):

- [ERM Power Board Charter](#)

- [Audit and Risk Committee Charter](#)
- [Remuneration Committee Charter](#)
- [Nominations Committee Charter](#)
- [Health, Safety, Environment and Sustainability Committee Charter](#)
- [Health, Safety, Environment and Sustainability Committee Policy](#)
- [Securities Trading Policy](#)
- [Code of Business Conduct](#)
- [Shareholder Communication Policy](#)
- [Risk Management Framework Policy](#)
- [Continuous Disclosure Policy](#)
- [Diversity Policy](#)

## Financial viability

The financial resources of ERM Power Retail to hold and retain an electricity licence in the Northern Territory is already demonstrated by the fact that we already hold and retain seven electricity licences in all jurisdictions of the National Electricity Market and WA. There have been no breaches against any of the licences that ERM Power Retail holds.

The financial projection in this application also demonstrates the ERM Power Retail has considered the cost implications of entering the Northern Territory Electricity Market as an electricity retailer, and has set aside the appropriate resource to undertake the task.

As mentioned with the Directors letter on Financial Viability, ERM Power Retail holds a financial position to support this application.

Our audited 2009-11 financial reports are attached to this application and embedded below.

## Insurance Arrangements

ERM has appropriate public liability insurance arrangements in place under written by QBE Insurance Australia. Our public and products liability cover is \$20 million and

a copy of this is forwarded with the application. Also forwarded with this application are our workers compensation certificates.

### **Cross-ownership and ring-fencing**

We do not have any cross ownership or ring-fencing requirements in the Northern Territory. Relationships with key industry participants in the NT will by and large be contractual.

### **Licence conditions**

We are not seeking any specific licence conditions or exemptions.

### **Commercially Sensitive Information**

There is no commercially sensitive information contained in this application although Appendix 2 and 4 are specifically for your information only and should be treated as commercial in confidence and used to illustrate our corporate governance and technical capability.

## Appendix 1

### Board

ERM's Board comprises a Non-Executive Chairman, four Non-Executive Directors, and a Managing Director. These members are:

- Tony Bellas – Non-Executive Chairman
- Trevor St Baker – Non-Executive Director
- Martin Greenberg – Non-Executive Director
- Tony Iannello – Non-Executive Director
- Brett Heading – Non-Executive Director
- Philip St Baker – Managing Director and CEO

The role of the ERM Board is to represent the shareholders and to promote and protect the interests of the company.

The Board is specifically responsible for establishing the delegated limits of authority to the Managing Director and attending to matters reserved for board decision-making.

### Directors

ERM Power's Non-Executive Chairman, Managing Director and CEO and four Non-Executive Directors bring complementary skills to the board.



#### Non-Executive Chairman

Other ERM Power responsibilities:

- Chairman of the Nominations Committee

**ERM Power Retail Pty Ltd**

ACN 126 175 460

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Ph: (07) 3020 5100 | Fax: (07) 3221 2963 | [sales@ermpower.com.au](mailto:sales@ermpower.com.au) | [www.ermpower.com.au](http://www.ermpower.com.au)

- Member of Audit and Risk Committee and Remuneration Committee

Other appointments:

- Non-executive Chairman of Corporate Travel Management Ltd
- Non-executive Deputy Chairman of Guildford Coal Ltd
- Director of Australian Water Queensland Pty Ltd
- Non-executive Director of Watpac Limited until October 2010

Tony joined ERM Power as a Non-Executive Director in October 2009, bringing to the business almost 25 years' policy and operational experience within the energy industry. He was appointed Non-Executive Chairman in October 2011.

Tony was previously CEO of the Seymour Group, one of Queensland's largest private investment and development companies.

Prior to joining the Seymour Group, Tony held the position of CEO of Ergon Energy, a Queensland Government-owned corporation involved in electricity distribution and retailing in Queensland. Before that, Tony was CEO of CS Energy, also a Queensland Government-owned corporation and the State's largest electricity generation company, operating over 3,500 MW of gas-fired and coal-fired plant at four locations in Queensland.

Tony also had a long career with Queensland Treasury, reaching the position of Deputy Under Treasurer, where he had oversight of a number of related Queensland Treasury operations. In 2000, as an Assistant Under Treasurer, he was responsible for the Industry and Energy Division of Queensland Treasury and was heavily involved in formulating the State Government's energy strategy.

Tony has an MBA from Queensland University of Technology, and a Bachelor of Economics and a Diploma in Education from the University of Queensland. He is a Fellow of the Australian Institute of Management, and a Member of the Australian Institute of Company Directors and CPA Australia.



**Philip St Baker**

### **Managing Director and CEO**

Other ERM Power responsibilities:

- Chairman of the Health, Safety, Environment and Sustainability Committee
- Chairman of ERM Power Retail Pty Ltd
- Chairman of ERM Gas Pty Ltd
- Chairman of ERM Power Developments Pty Ltd
- Chairman of Oakey Power Holdings Pty Ltd

Phil commenced with ERM Power in September 2005 and was appointed Managing Director and CEO in July 2006.

Since then, Phil has leveraged his extensive experience to transform ERM Power from an emerging power development company into an integrated energy company which operates electricity sales, generation and gas procurement businesses.

Phil has over 20 years of diversified international experience in the resources and energy industry including exploration, mining, processing, smelting, refining, power and gas.

Prior to joining ERM, Phil had a 15 year career with BHP, where he progressed to the role of Global Maintenance Manager, supporting BHP's 100+ businesses worldwide. For five years, Phil led an international team tasked with facilitating operational business improvement across the entire company.

Prior roles also include Vice President of Queensland Nickel QNI and CEO of NewGen Power.

Phil holds a Bachelor of Engineering (Mechanical) from the Queensland University of Technology and is a member of the Australian Institute of Company Directors.





**Trevor St Baker**

### **Non-Executive Director**

Other ERM Power responsibilities:

- Member of Audit and Risk Committee
- Chairman of NewGen Neerabup Pty Ltd
- Non-executive Director of ERM Power Developments Pty Ltd
- Non-Executive Director of Oakey Power Holdings Pty Ltd, ERM Power Retail Pty Ltd and ERM Gas Pty Ltd
- Director of ERM Oakey Power Pty Ltd

Other appointments:

- Chairman of National Generators' Forum
- Chairman of Master Electricians Australia Limited
- Chairman of the Trevor St.Baker & Richard Wilkes Indigenous Scholarship Foundation
- Director of the Queensland Resources Council

Trevor St Baker founded ERM Power in 1980 as a development company, Energy Resource Managers Pty Ltd, and energy consulting practice, ERM Consultants, consulting to major energy and resource companies on energy development planning; including the undertaking of a number of Australian Aid projects in the energy sector internationally on behalf of the Australian Government.

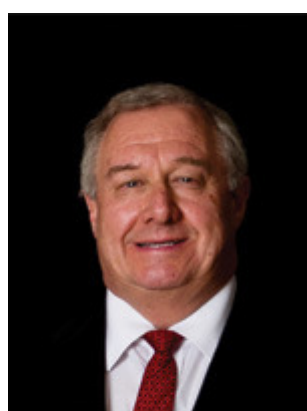
Trevor has more than 50 years' national and international energy industry experience, beginning his career as a cadet engineer with the Electricity Commission of New South Wales in 1957, before establishing Queensland's first Generation Planning Department for the Southern Electric Authority of Queensland in the early 1970s. He later worked to establish the Resources Division of the State Electricity Commission of Queensland, managing the deregulation of power station coal procurement in Queensland and negotiating coal supply contracts for Queensland power stations up to 1980.

Trevor was Executive Chairman of ERM Power from January 2000, until he was appointed Non-Executive Chairman in June 2009. In October 2011 he became a Non-Executive Director, but continued to provide mentoring and strategic planning assistance to senior executives of the company.

Trevor holds a Bachelor of Engineering degree from the University of NSW and a Bachelor of Arts degree (major in Economics and Psychology) from the University of Sydney. He is also a graduate of the Australian Administrative Staff College of Mt Eliza in Victoria.

Trevor is a member of the Australian Institute of Company Directors. He is a Fellow of the Institution of Engineers Australia, the Institute of Energy and the Australasian Institute of Mining & Metallurgy.

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**Martin Greenberg**

### **Non-Executive Director**

Other ERM Power responsibilities:

- Chairman of the Audit and Risk Committee
- Member of the Remuneration Committee and Nominations Committee
- Non-executive Director of ERM Power Developments Pty Ltd

Other appointments:

- Chairman AiMedics Pty Ltd
- Chairman of Selector Funds Management Ltd

Martin was appointed as a Non-Executive Director in October 2006, bringing to ERM Power his strong finance credentials and over 35 years of business experience.

Martin is currently the Managing Director of Apollan Investments Group, a Sydney-based company specialising in venture capital, corporate finance, securities, and

general investment. He is also the Chairman of Liquid Capital Management (Australasia) Pty Ltd and an external member of CSIRO Commercial Executive Committee.

From 1986 to 1999, Martin was a Director of Babcock & Brown, an international investment bank. Prior to this he was a director of Morgan Grenfell Australia Limited and before that a Senior Vice President with Security Pacific Group in London.

Martin has been a director of several public companies in Australia and New Zealand, and has an extensive range of national and international contacts and experience, accumulated over the past 35 years.

Martin holds a Bachelor of Business degree and a Diploma of Commerce from the University of Technology, Sydney. He is a Fellow CPA and a Justice of the Peace.



### **Non-Executive Director**

Other ERM Power responsibilities:

- Chairman of the Remuneration Committee
- Member of Audit and Risk Committee and the Nominations Committee

Other appointments:

- Chairman of HBF Health Ltd
- Chairman of the MG Kailis Group
- Chairman of Energia Minerals Ltd
- Chairman of Intium Energy Ltd
- Director of SP Ausnet

Tony joined ERM Power as a Non-Executive Director in July 2010, bringing to the business more than 30 years' banking and energy experience.

Prior to embarking on a career as a non executive director, Tony was Managing Director of Western Power Corporation until its separation into four separate businesses. Previously he held a number of senior executive positions at BankWest.

Tony holds a Bachelor of Commerce degree from the University of Western Australia. He is a Fellow CPA, a Fellow of the Australian Institute of Company Directors, a Senior Fellow of the Financial Services Institute of Australasia and a graduate of the Harvard Business School Advanced Management Program.

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**Brett Heading**

### **Non-Executive Director**

Other ERM Power responsibilities:

- Member of the Remuneration Committee

Other appointments:

- Chairman of Trinity Limited
- Director of Wilson HTM Charities Limited.

Brett joined ERM as a Non-Executive Director in October 2010, bringing extensive experience as a corporate lawyer and company director.

Brett has specialised in corporate law for 25 years, including mergers and acquisitions, capital raising, ASX listings and advising boards of listed and unlisted public companies and government-owned corporations. He has been a partner of McCullough Robertson Lawyers since 1985 and was appointed chairman of partners in 2004.

Brett has been a director of a number of listed and unlisted companies. He has also held roles on Federal Government boards, having been a longstanding member of the Takeovers Panel (1998 to 2009) and the Board of Taxation (2000 to 2009).

Brett holds a Bachelor of Commerce and a Bachelor of Laws (Hons) from the University of Queensland. He is a Fellow of the Australian Institute of Company Directors.

## Appendix 2

(This entire section is Commercial in Confidence)

## Appendix 3

### Retail Team

#### Terry McCauley - General Manager Sales



Terry has worked in the energy industry for more than 25 years, joining ERM Power as General Manager Sales, following similar senior roles in other national energy companies.

Terry brings detailed knowledge of both electricity and natural gas markets, as well as an impressive record of achievement. Under Terry's guidance, the ERM Sales team has achieved outstanding success.

Terry's Sales Team ensures that customers are provided with tailored energy solutions and excellent service. His goal is to drive profitable sales and to meet and exceed expectations, and to position ERM Sales as the retailer of choice for larger customers.

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#### Mark Bond - Manager Major Customers



Mark has worked in the electricity industry and for large organisations for more than 20 years, and manages a portfolio of large corporate customers in industries such as mining, aluminium, and metal manufacturing.

Through his experience and qualifications, Mark has developed significant expertise in electricity financial products and commodity trading. He has an excellent understanding of the cultural and operational factors that influence large organisations.

Mark holds a Bachelor of Economics, a Diploma of Financial Services, and is an AFMA Accredited Individual. He joined ERM Power after similar roles with other national energy companies.

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### **Gareth Finnie - Customer Account Manager**



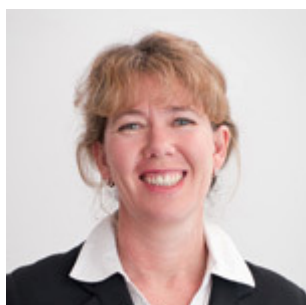
Gareth has worked in the electricity industry for 11 years and joined ERM Power in 2007 following key roles in sales and marketing in the electricity retail and distribution sectors. He has a wide range of experience within the industry encompassing product management, project management and channel development.

Gareth holds a Bachelor of Commerce degree with majors in Marketing and Management and has applied these skills to develop a strong customer focused strategy to manage his customers.

Gareth recognises the importance of customer service in business and customer relationships and is passionate about ensuring that his clients receive the best possible customer service experience.

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### **Shona Guilfoyle - Customer Account Manager**





Shona has worked in the electricity industry in Western Australia (WA) for more than 15 years, and manages a WA and National Electricity Market (NEM) portfolio of medium and large corporate customers in industries such as mining, manufacturing, retail and entertainment.

Shona joined ERM Power to build the company's presence in the WA retail electricity market. She has worked in a range of roles within the industry including retail, regulatory management, environmental and business strategy. Through her extensive background Shona provides both WA and NEM customers with her experience and customer focused approach to account management.

Shona holds a Graduate Diploma in Business Studies (AGSM), Graduate Diploma in Environmental Science and Bachelor of Arts.

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### **Eneli Schults - Electricity Broker Manager**



Eneli has worked in the electricity industry for seven years and joined ERM Power in June 2008.

She has a thorough insight into the electricity industry through various retail roles, ranging from corporate sales to operations and also understands the distribution side of the industry. Eneli looks after the independent brokers' and consultants sales channel, managing relationships with over 50 brokers and consultants.

She holds a Bachelor of Arts degree in Sociology.

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## David Guiver - General Manager Trading



David's experience in energy retailing has focused on electricity, renewable energy, and environmental certificate trading. David is an experienced trader and maintains a strong understanding of the various national trading schemes, from both a wholesale markets and regulatory perspective.

David is an Australian Financial Markets Association (AFMA) Accredited Individual, and is accredited to trade electricity and environmental instruments in the Australian energy wholesale markets. David is also a Responsible Manager for ASIC purposes within ERM Sales.

As well as developing the organisation's trading capability, David oversees all trading activity required to hedge the associated exposures that are created through retail sales to customers.

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## Chris Parratt - National Business Development Manager



Chris has been an energy professional for more than 10 years, with particular expertise in demand response, demand management and embedded generation for large commercial and industrial customers.

Given the new and innovative ideas to combat the challenges faced in the energy sector, Chris has the technical and commercial experience and strong development approach that provides large customers with opportunities and relevant information to assist in their participation of demand initiatives.

Chris has a degree in economics and marketing. He joined ERM Power after similar roles in business development in the energy industry.

## Appendix 4 –

(This entire section is Commercial in Confidence)

“End of document.”