

Application for Retail Licence Exemption.

Applicant Details

Legal Name:

Alectrona Pty. Ltd.

Trading Name:

Behind the Meter Energy

Registered Office:

10 Captains Crescent, Geraldton WA 6530

Principle place of business:

12 Post Office Lane, Geraldton WA 6530

Postal address:

PO BOX 2332, Geraldton WA 6531

Contact Details

Name of primary contact:

Mark Reid

Postal address:

PO BOX 2332, Geraldton WA 6531

Telephone:

Email:

Company Structure

ABN:

62-614-762-515

ACN:

614-762-515

Legal Structure

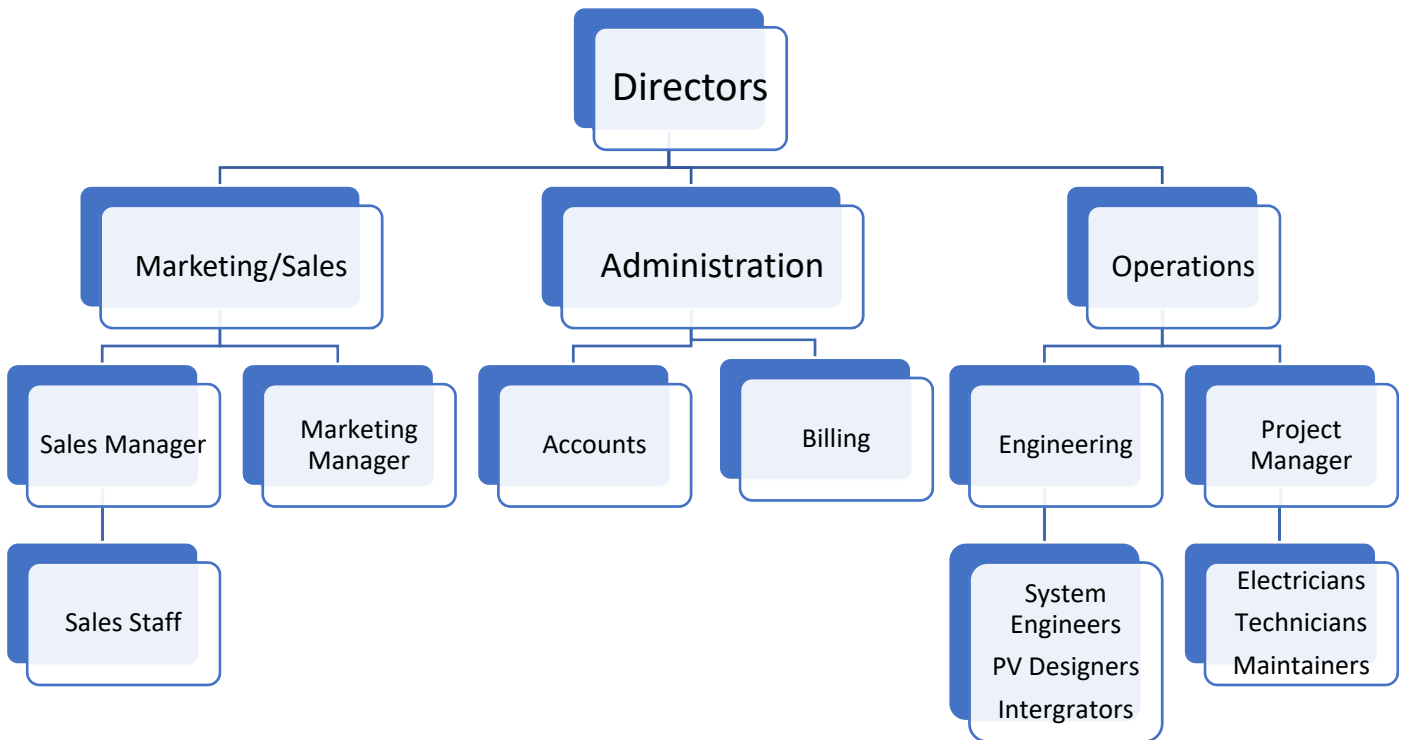
Australian Private Company

Company Directors

Mr. Mark Reid

Ms Helen Moxham

Company Structure



Description of primary business activities

Electrona Pty. Ltd is a new entity established by the Mark Reid & Helen Moxham to be distinguished from their existing businesses; electrical & communications engineering consultancy 'Peak Consultants P/L' and residential & commercial solar PV sales and installation business 'West Coast Sustainability'

Electrona P/L plan to become a leading integrated renewable energy production and retailing company over the next three years in the residential and commercial markets drawing on the vast experience in the solar PV & power engineering fields attained over the past fifteen years.

Electrona designs, procures, installs and commissions renewable energy systems to supply electricity to residential and commercial entities. The electricity is supplied at a lower cost and replaces what was originally taken from the grid, providing immediate cost benefits to the end user.

Associated entities

Mr. Mark Reid

Ms Helen Moxham

Peak Consultants P/L

Trustee for the Enerhkalm Superannuation Fund

T/A

Peak Consultants

West Coast Sustainability

Tangram Tuition

Brief description of the business model

Alectrona is proposing to offer commercial and residential clients solar power systems by way of an Alectrona Solar Power Purchase Agreement (ASPPA), which will incur no upfront costs to clients, where clients will agree to a contract term and rate for purchase of electricity. Clients will also have the opportunity to purchase the system upfront if they wish.

Clients will also have the opportunity to transfer the operation and management of their existing electricity retailer account to Alectrona to be able to further reduce their electricity costs. An alternate ASPPA will be designed as a solution for the purchase of renewably generated and grid supplied electricity for these clients.

Forecasted type (commercial and residential) and number of customers

2020 Projection

Residential 150 clients (\leq 800kW)

Commercial 200 clients (\leq 10MW)

Financial Solvency

Appendix 1 includes a declaration of financial solvency.

Copy of proposed APPA Product Disclosure Statement

Appendix 2 includes the proposed Product Disclosure Statement (PDS).

Details of experience in selling energy products and services

Alectrona P/L plan to draw on their wealth of knowledge acquired from operating very successful electrical & communications engineering consultancy 'Peak Consultants P/L' and residential & commercial solar PV sales and installation business 'West Coast Sustainability' for over fifteen years.

Having provided:

Engineered power distribution solutions for residential and commercial clients,

Over 2MW of renewable energy systems to residential and commercial customers,

Help reduce tens of thousands of tons of CO2 emissions from energy efficiency audits and implementing solutions.

Details of whether the applicant holds, or has previously held or been subjected to, an energy selling retail licence, licence exemption or retailer authorisation in any Australian State or Territory, including Western Australia.

Alectrona or its associated entities has never held any energy selling retail licence or licence exemption in any State or Territory.

Details about any breaches of those licences, exemptions or authorisations, where a penalty or enforcement order was applied.

N/A – no licence or exemption held.

Details of any current or ongoing investigations about an alleged breach of a licence, exemption or authorisation.

N/A – no licence or exemption held.

Public Interest Statement

Allowing Alectrona to provide residential and commercial solar through power purchase agreements provides the following public interest benefits:

Environmental considerations

Renewable energy systems are widely known to be an effective solution in reducing carbon footprints and contributing towards the green star energy ratings of buildings. Granting a licence exemption to Alectrona will assist in targeting zero carbon emissions in Western Australia by offering affordable solutions for residential and commercial clients who wish to adopt renewable energy solutions.

Social welfare and equity considerations, including community service obligations

Alectrona intends on offering solar power systems to residential and commercial clients with flexible solutions in terms of rates and contracts to suit the customer's needs. This flexibility means that Alectrona products and services will be available and affordable for all clients.

Economic and regional development, including employment and investment growth.

Potential customers who register for a ASPPA with Alectrona will have the benefit of choosing a Western Australian owned and operated company, supporting and encouraging the growth and sustainability of small to medium size business in the State. Granting a licence to Alectrona will assist in job creation and local expenditure in Western Australia.

The interests of customers generally or of a class of customers

The decision to opt for renewable energy as an alternative source of energy is open and available to all customers as outlined in the previous statement on social welfare considerations. Alectrona has adopted an upfront approach with ASPPA's by way of ensuring clients are aware and have full understanding of solar production estimates and expectations as well as contractual rights and obligations. Our experience offering a very personalised service for clients via West Coast Sustainability & Peak Consultants has shown that our in-depth support and knowledge often goes above and beyond that of some of Australia's larger solar companies; a trait which we expect to continue.

The interests of any licensee, or applicant for a licence in respect of the area or areas to which the exemption order, if made, would apply ASPPA's offered by Alectrona are intended as an alternative source of electricity for clients. Clients will be required to maintain a grid connection as a primary electricity supply.

The importance of competition in the electricity industry markets

Granting an exemption to Alectrona will offer clients choice in a market where there is currently, in the case of residential consumers, only one electricity retailer. Alectrona is a renewable energy system supplier who clients can opt for as an alternative to dealing with larger, national organisations.

Policy objective of government in relation to the supply of electricity

Granting this licence exemption will broaden public access to alternative energy providers and energy sources that have proven environmental and financial benefits.

Appendix 1

Declaration of Financial Solvency

Alectrona P/L

12 Post Office Lane, Geraldton WA 6530

Government of Western Australia

Department of Finance

Public Utilities Office

1 December 2016

Dear Sir or Madam

I, Mark Reid, declare that:

- an administrator, receiver or insolvency official has not been appointed to control any or part of the business or its property;
- no application or resolution has been passed or steps taken to wind up the company; and,
- the company is not aware of any other factors that may impede its ability to finance and service ASPPA customers under the proposed business model.

Mark Reid

Director Alectrona P/L

7/1/2017