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Our Ref: 56049  
Your Ref: N/A  
Contact Officer: Susan Faulbaum  
Contact Phone: (08) 8213 3463

24 August 2015

Wal Shepherd  
Chief Executive Officer  
17 Bishopsgate Street  
Wickham, NSW 2293

Dear Mr Shepherd

### **Urth Energy Pty Ltd application for electricity retailer authorisation**

I am writing to inform you that the Australian Energy Regulator (AER) has approved Urth Energy Pty Ltd's (Urth Energy) application for an electricity retailer authorisation in accordance with section 92 of the *National Energy Retail Law (Retail Law)*.

The AER must grant an application for a retailer authorisation if an applicant has satisfied the entry criteria:

- a) the organisational and technical capacity criterion—the applicant must have the necessary organisational and technical capacity to meet the obligations of a retailer;
- b) the financial resources criterion—the applicant must have resources or access to resources so that it will have the financial viability and financial capacity to meet the obligations of a retailer;
- c) the suitability criterion—the applicant must be a suitable person to hold a retailer authorisation.<sup>1</sup>

On 21 August 2015, the AER considered Urth Energy's application for an electricity retailer authorisation. In making its decision the AER is guided by the objective of the *Retail Law*.<sup>2</sup> The AER's decision is also informed by the assessment approach outlined in the AER's *Retailer authorisation guideline*. The AER has consulted on Urth Energy's application<sup>3</sup> but did not receive any submissions.

<sup>1</sup> Section 90(1) Retail Law.

<sup>2</sup> The national energy retail objective is to 'promote efficient investment in and efficient operation and use of energy services for the long term interests of energy consumers with respect to price, quality, safety, reliability and security of supply of energy' (section 13, Retail Law).

<sup>3</sup> Section 91, Retail Law.

The AER considers that Urth Energy has demonstrated its capacity and suitability to operate as an energy retailer under the *Retail Law*. Urth Energy is therefore authorised to sell electricity under the *Retail Law*, as and when it is adopted in each participating jurisdiction.

Please note that this letter constitutes the AER issuing Urth Energy's electricity retailer authorisation under section 96 of the *Retail Law*. Urth Energy's electricity retailer authorisation identification number is **E15003**.

The AER will publish a notice about Urth Energy's retailer authorisation on its website,<sup>4</sup> and Urth Energy's details will also appear on the AER's public register of authorised retailers (on the AER's website).<sup>5</sup>

If you have any further queries, or would like to discuss this further, please contact Susan Faulbaum on (08) 8213 3463.

Yours sincerely



Sarah Proudfoot  
General Manager  
AER Retail Markets

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<sup>4</sup> Section 96(2)(b), Retail Law.

<sup>5</sup> Section 119, Retail Law.