

MEDIA RELEASE

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INFINITE ENERGY JOINS THE WA IPA

Infinite Energy, a leading provider of solar power systems, battery storage systems and commercial electricity, has joined the WA Independent Power Association, an industry association representing non-government electricity industry companies in Western Australia. The WA IPA advocates for reforms to the electricity market which will enhance competition, put downward pressure on prices for consumers, and reduce the level of government ownership and control in the market.

WA IPA Chairman Richard Harris welcomed Infinite Energy's decision to join other power companies lobbying for a better and more cost efficient power system for Western Australians.

"Efficient and affordable renewable energy is part of the new reality in the WA electricity market. It's vital that the contribution renewables are making, and will increasingly make, is considered and planned for as part of the State Government's Energy Market Reform program," Mr Harris said.

"We are very pleased that Infinite Energy has moved to play a greater role in the policy development process via its membership of the IPA."

Infinite Energy Chief Executive Shane Cremin said the company had long been a market leader in both residential and commercial solar power system installations.

"Since 2009, Infinite Energy has provided over 8,000 Western Australian homes, businesses and government facilities with solar power," Mr Cremin said. "Joining the WA IPA falls in line with our commitment to deliver cheaper and cleaner energy to Australian homes and businesses. Once the State Government introduces Full Retail Contestability (FRC) for the electricity market, Infinite Energy will be in the unique position to offer residential customers the same suite of new electricity tariff options, in combination with their own solar power generation, that we offer to larger businesses now."

Mr Cremin said Infinite Energy would continue to offer new and innovative products to Western Australians, such as the recently announced deal with Tesla Energy to bring the Powerwall to the WA market.

"Battery technology such as the Powerwall will be beneficial to the electricity grid as well as the people who install it," Mr Cremin said. "The technology is not necessarily about going off the grid. It's about giving electricity consumers choice and flexibility in how they use and source their energy."

The WA IPA and the Electricity Market Reform

Mr Harris stated that in recent years, the WA IPA has strongly advocated for a number of reforms which the State Government has implemented, is in the process of implementing or have committed to implementing.

"However, the State Government has failed to address the looming elephant in the room. The WA electricity market will never function efficiently while Synergy remains as the single, dominant operator in the market. For Western Australians to get the lowest possible power prices, Synergy must be split into at least two and ideally three or more competing businesses," Mr Harris.

"Synergy as it exists today is too big to enable other companies to compete and bring prices down for consumers."

The WA IPA has successfully lobbied for:

- Opening up of the electricity market to Full Retail Contestability (FRC). **The State Government says Western Australians should be able to buy electricity for their home from suppliers other than Synergy by 2020;**
- Cost reflective pricing of electricity. **The State Government has made a commitment to this as a pre-condition of moving to FRC;**
- Retain the capacity mechanism but make it more responsive to supply and demand. **The State Government has committed to a capacity market which will eventually be managed via an auction process. This will ultimately reduce oversupply and increase competition;**
- A separate decision-making body for Market Rules should be established, with independent representation. This will remove any perceived conflict of interest in rulemaking. Currently the body that operates the market also makes the rules. **This is complete and in operation;**
- Transfer of operation of the WA electricity market to the Australian Energy Market Operator. **This is complete and in operation;**
- Regulation of the networks should be transferred to the Australian Energy Regulator. This will achieve consistency of regulation across Australia and therefore support the development of private power industry operators in WA. **Enabling legislation will be introduced in the next sitting of Parliament;**
- Move to a constrained access model for networks that allows a level playing field for all power producers (government and privately owned) to make decisions about when and where they add additional loads and generators to the system. The current system, under which private operators must apply to Western Power to add capacity at a location is very lengthy, bureaucratic and costly. Synergy doesn't require such approval from Western Power for its power stations. **Enabling legislation is being developed and will be ready to be actioned post State election in March 2017;** and
- System management and the market operator should be merged to streamline the functional operation of the electricity system, and to help balance the concerns of network operations against other system management priorities. This would mean the operation of the electricity network is more attuned with the needs of the private electricity producers and doesn't favour Synergy. **This transition has occurred.**

The WA Independent Power Association represents independent power companies, each of whom supplies electricity to the WA market. Members are: APA Group, Collgar Wind Farm, ERM Power, Infigen Energy, Infinite Energy, EnerNOC and Kleenheat.

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About Infinite Energy

Australian owned, Infinite Energy is a leading provider of quality solar power systems, battery storage systems, and commercial electricity. Infinite Energy has supplied over 8,000 homes, businesses and government facilities with solar power since 2009. Infinite Energy's commercial solar department has grown year on year and is now one of the largest commercial solar providers in Australia. Recent solar installations include the RAC building in West Perth and Sandalford Winery in the Swan Valley.

Infinite Energy is one of only a handful of Clean Energy Council Approved Solar Retailers, and takes pride in their no pressure, consultative and informative approach.

Website: www.infiniteenergy.com.au