

## **Transparency and control**



28 February 2017

**Community Energy Congress** 





#### Retailers



- Add a markup to the cost of goods, and sell at profit
- Sell as many units as possible

We don't really consider ourselves to be a retailer



### Purpose-led



- Social enterprise
- 50% profit to communities, charities and into new, local renewable energy
- Service provider to our partners
- Enable partners to create and profit from retail energy, without being a retailer

For everything we do:

1.Is it cleaner?

2.Is it fairer?

3.Is it cheaper?



### Our service provider role

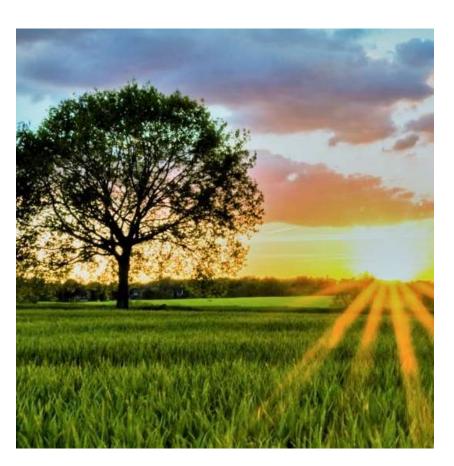


# Help you keep most of the profit in your community

- Let you customise a local energy plan
- Give you branding ability
- Buy your locally-produced energy
- Help customers reduce their reliance on grid/traditional energy
- Share open source data on marketing effectiveness
- Pass you the net profit after a small, fixed, per-customer per-month service fee



### Transparent energy



- Simple pricing
- No made up or conditional discounts
- Standing offers = Market offers
- Promise of no price changes for profit
- 10c Feed in Tariff (11c incl GST)
- Fixed service fee



### Questions to ask potential retailers



- Will they make it simple?
- What's in it for them?
- Who 'owns' the customer?
- Will customers find it fair?
- Are they open book with you?
- Are you an acquisition channel or a partner for them?



### Putting our money where our mouth is





