

**NATIONAL ENERGY RETAIL LAW**

**SECTION 308**

**INFRINGEMENT NOTICE ISSUED TO**

**IPOWER PTY LIMITED**

**TO:** IPower Pty Limited  
ACN 111 267 228  
Rialto South Tower  
Level 33, 525 Collins St  
Melbourne VIC 3000

**Infringement Notice No.: AER14-2015**

1. The Australian Energy Regulator (**AER**):
  - (a) has reason to believe that IPower Pty Limited (ACN 111 267 228), which is a retailer within the meaning of the *National Energy Retail Law* (**Retail Law**), has breached section 38(b) of the Retail Law, in the manner set out in Schedule 1 to this Infringement Notice (**the alleged breach**); and
  - (b) has decided to serve this Infringement Notice on IPower Pty Limited under section 277 of the National Gas (NSW) Law being the Schedule to the *National Gas (South Australia) Act 2008* (**National Gas Law**) as applied by section 308 of the Retail Law.
2. Section 38 of the Retail Law is a civil penalty provision within the meaning of the Retail Law.
3. The infringement penalty is \$20,000.

**WHAT CAN IPOWER PTY LIMITED DO IN RESPONSE TO THIS  
INFRINGEMENT NOTICE?**

4. IPower Pty Limited can choose whether or not to comply with this Infringement Notice. If IPower Pty Limited chooses not to comply with this Infringement Notice, the AER may commence proceedings against it in relation to the alleged breach. IPower Pty Limited is entitled to disregard this Infringement Notice and to defend any proceedings in respect of the alleged breach.
5. If IPower Pty Limited chooses to comply with this Infringement Notice, it must pay the infringement penalty by **6 November 2015** being not less than 28 days from the date of service of this Infringement Notice, beginning on the day after the day on which this Infringement Notice is served (**the compliance period**).
6. To ensure payment is made in accordance with this Infringement Notice, payment must be received on or before **6 November 2015**.

7. If IPower Pty Limited pays the infringement penalty within the compliance period, the AER will not institute proceedings in respect of the alleged breach unless the Infringement Notice is withdrawn before the end of the compliance period in accordance with section 282 of the National Gas Law as applied by section 308 of the Retail Law.

#### **HOW DOES IPOWER PTY LIMITED PAY THE INFRINGEMENT PENALTY?**

8. IPower Pty Limited may pay the \$20,000 infringement penalty in two ways:
- (a) by cheque made out to the "ACCC Official Administered Account",\* enclosing a copy of this Infringement Notice to:

Australian Energy Regulator  
GPO Box 520  
MELBOURNE VIC 3001

you should allow at least 5 business days for payment to be received

or

- (b) by electronic funds transfer to the following account:\*

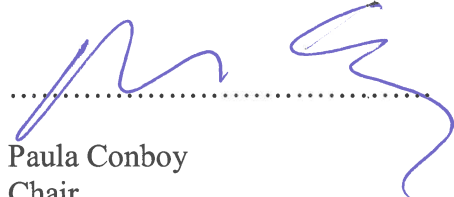
Account name: ACCC Official Administered Account  
BSB: 032-730  
Account: 146550  
Description: AER14-2015

you should allow at least 2 business days for payment to be received.

\* The Australian Competition and Consumer Commission handles the receipt of infringement penalty payments for the AER.

9. Please allow sufficient time for your payment to be received within the compliance period.
10. IPower Pty Limited will be issued with a Tax Invoice following payment of the \$20,000 infringement penalty.

DATE OF ISSUE: 7 October 2015



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Paula Conboy  
Chair  
Australian Energy Regulator

## SCHEDULE 1

### MATTERS CONSTITUTING AN ALLEGED BREACH OF A CIVIL PENALTY PROVISION: SECTION 38(b) OF THE NATIONAL ENERGY RETAIL LAWS

1. IPower Pty Limited (**IPower**) is a 'retailer' within the meaning of section 2 of the National Energy Retail Law (**Retail Law**).
2. By reason of section 38(b) of the Retail Law, IPower must obtain the explicit informed consent of a small customer for the entry by the customer into a market retail contract with the retailer.
3. At all material times, IPower, jointly with IPower 2 Pty Limited, by their agent Energy Deal Pty Limited (**Energy Deal**), engaged in telephone marketing for the purpose of entering customers into market retail contracts.
4. On 5 December 2013, a telephone sales representative of Energy Deal telephoned [REDACTED] in the State of New South Wales, for the purpose of entering him into a market retail contract with IPower.
5. During the telephone conversation, the telephone sales representative entered [REDACTED] into a market retail contract with IPower.
6. The telephone sales representative of Energy Deal did not obtain [REDACTED] explicit informed consent for the market retail contract.
7. At all material times during the telephone conversation it was reasonably apparent to the telephone sales representative that [REDACTED] was confused and did not understand the nature of the telephone call that he had received.