

Our Ref: AER201991/12589956
Your Ref: E21007
Contact Officer: Marie Dalins
Contact Phone: 03 9290 1893

Level 17, Casselden
2 Lonsdale Street
Melbourne Vic 3000
GPO Box 520
Melbourne Vic 3001
tel: (03) 9290 1800
www.aer.gov.au

17 August 2021

Mr Jin Kim
Director
Powow Power Pty Limited
Suite 1, Level 1
530 Botany Road
ALEXANDRIA NSW 2015

By email: [REDACTED]

Dear Mr Kim,

Powow Power Pty Ltd's application for electricity retailer authorisation

Pursuant to the delegation given to me by the Australian Energy Regulator (AER), I have assessed Powow Power Pty Ltd's (Powow Power) application for an electricity retailer authorisation and am satisfied that it complies with the requirements of s.92 of the National Energy Retail Law (Retail Law).

I advise that Powow Power's application for electricity retailer authorisation is approved.

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; and
- c) the suitability criterion—the applicant must be a suitable person to hold a retailer authorisation.¹

In making its decision the AER is guided by the objective of the Retail Law.² The AER's decision is also informed by the assessment approach outlined in the AER's Retailer Authorisation Guideline. The AER consulted on Powow Power's application and did not receive any submissions.³

¹ Retail Law, s. 90(1).

² 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' (Retail Law, s.13).

³ Retail Law, s.91.

The AER considers that Powow Power has demonstrated its capacity and suitability to operate as an energy retailer under the Retail Law. Powow Power is therefore authorised to sell electricity under the Retail Law, as it is adopted in each participating jurisdiction (identification number: **E21007**). Please note this letter constitutes the AER issuing Powow Power electricity retailer authorisation under s. 96 of the Retail Law.

The AER will publish a notice about Powow Power's retailer authorisation on its website,⁴ and its details will also appear on the AER's public register of authorised retailers (on the AER's website).⁵

As an authorised retailer, under section 43(2) of the Retail Law, a retailer must, within three months of being granted a retailer authorisation, develop a customer hardship policy and submit it to the AER for approval. Therefore Powow Power hardship policy must be submitted to the AER no later than **17 November 2021**.

If you have any further queries, or would like to discuss this further, please contact Marie Dalins on 03 9290 1893.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Libby Darwin', with a stylized flourish at the end.

Libby Darwin
Acting General Manager
Compliance and Enforcement Branch

Sent by email on: 17.08.2021

⁴ Retail Law, s.96(2)(b).

⁵ Retail Law, s.119.