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WAMEU Response to ERA Draft Decision – Western Power Access Arrangement Period 2017-2022

WA Major Energy Users (**WAMEU**) is an active energy market interest group representing large energy users in WA.

WAMEU is funded by major energy users, organisations that operate energy intensive businesses (those who pay the energy bills in WA); and, was established in 2007 to fund a consultant report into Western Power's second Access Arrangement. The submission from WAMEU was one of very few received from users by the Economic Regulation Authority (ERA) and contributed significantly to the debate. The exercise was repeated again in 2011, with a similar group of participants, for the third Access Arrangement.

More recently, **WAMEU** responded to the Electricity Market Review Discussion Paper in September 2014, and Reforms to the Reserve Capacity Market in January 2015.

WAMEU would welcome assistance from the WA State Government in promoting and supporting participation from energy end-users. In the NEM funding for consumer advocacy is made available via a small levy. This stimulates engagement on market issues, not only by market participants but also by those consumers who bear the impact of regulatory reform. A similar approach would work well in WA to ensure consumers are represented.

WAMEU is supported by **energyXL**, a WA based, independent WA energy market advisory business working with large energy users and market participants. **energyXL** is led by Paul Keay, who has worked in the WA energy industry for 20 years.

In 1998, Paul joined Western Power Retail (now Synergy) as an Account Manager in the contestable customer segment. He moved to Alinta as Manager Energy Sales and contracted with commercial and industrial (C&I) customers to underwrite investment in approximately 670 MW of generation capacity. Paul was a representative on Electricity Reform Task Force groups to develop the WA Wholesale Electricity Market, including the Reserve Capacity group.

In 2005, Paul had the opportunity at Wesfarmers, as the most senior executive of Premier Power (now Kleenheat) to start-up and develop an electricity and gas trader supplying C&I customers. He also represented Premier Coal in securing coal sales and was a Board Member of REMCo (the retail gas market operator at the time). **energyXL** started in 2010 to advise large energy consumers on strategy.

Between 1990-97, Paul worked in the European oil trading markets with Mobil and Phibro Salomon Brothers in London. He holds an MBA (with Distinction) from Heriot Watt University in Edinburgh specialising in Financial Risk Management; and, a Diploma from the AICD.