



Economic Regulation Authority

Decision on renewal of electricity retail licence application

Shell Energy Retail Pty Ltd

10 October 2025

Acknowledgement of Country

At the ERA we value our cultural diversity and respect the traditional custodians of the land and waters on which we live and work.

We acknowledge their continuing connection to culture and community, their traditions and stories. We commit to listening, continuously improving our performance and building a brighter future together.

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1. Decision

Pursuant to sections 9 and 19 of the *Electricity Industry Act 2004*, the Economic Regulation Authority (ERA) has renewed the electricity retail licence ERL15, held by Shell Energy Retail Pty Ltd, for a period of 15 years.

Subject to its terms and conditions, the licence authorises Shell Energy to sell electricity to large use customers in the South West Interconnected System.¹

The term of the renewed licence is 15 years from 15 October 2025.

In accordance with section 23(1) of the Electricity Act, the ERA will publish a notice of the licence renewal in the Government Gazette as soon as practicable.

¹ A large use customer is a customer who consumes more than 160 megawatt hours of electricity per year

2. Reasons

Shell Energy satisfies the regulatory requirements for a 15-year licence renewal.

2.1 Licence

Section 7(4) of the *Electricity Industry Act 2004* requires a person to hold an electricity retail licence to sell electricity to customers. The maximum period that an electricity retail licence can be renewed for is 15 years.

ERL15 was granted on 15 October 2010 to ERM Power Retail Pty Ltd for 15 years. ERM Power was acquired by Shell Energy in November 2019. In February 2021 Shell Energy applied to the ERA to change the name on the licence. On 12 March 2021, ERL15 was amended to add Shell Energy as the licensee's name.

On 28 July 2025, Shell Energy applied to renew ERL15 for 15 years.

2.2 Public consultation

On 12 August 2025, the ERA published a [Notice](#) on Shell Energy's application to renew its licence. No submissions were received during the 15 business-day consultation period.

2.3 Financial and technical assessment

Based on its licence compliance history and the audited financial reports provided with its licence renewal application, the ERA considers that Shell Energy has, and is likely to retain, the financial and technical resources to undertake the activities authorised by the licence.

Shell Energy has demonstrated compliance with its licence in annual reporting to the ERA and in its performance audits. The 2023 audit of the applicable 70 licence obligations found no non-compliances or control deficiencies. The audit period was increased from 48 months to 60 months in recognition of Shell Energy's high level of compliance.²

Under the Electricity Act, retail licensees are subject to performance audits and not reviews. Reviews are required for generation, transmission and distribution licences that have an asset management system.

2.4 Assessment of public interest

In accordance with sections 8 and 9 of the Electricity Act and section 26 of the *Economic Regulation Authority Act 2003* (ERA), the ERA considered whether renewal of the licence is contrary to the public interest. In making the assessment, the ERA considered:

- Shell Energy's licence compliance history.
- The absence of public submissions during the consultation period.
- That as of 30 June 2025, Shell Energy has 237 large use customers.

² Shell Energy's 2023 Performance audit report is available on the ERA's website ([online](#))

The ERA is satisfied that renewing Shell Energy's electricity retail licence ERL15 for 15 years is not contrary to the public interest.

2.4.1 *Electricity Industry Act 2004*

Section 9 of the Electricity Act requires that the ERA must not renew a licence unless it is satisfied that it would not be contrary to the public interest to do so. Section 8(5) of the Electricity Act, provides that, without limiting the other matters that may be taken into account, matters that are to be taken into account to determine whether the exercise of the power would not be contrary to the public interest are:

- a. Environmental considerations.
- b. Social welfare and equity considerations, including community service obligations.
- c. Economic and regional development, including employment and investment growth.
- d. The interests of customers generally or of a class of customers.
- e. The interests of any licensee, or applicant for a licence, in respect of the area or areas to which the licence in respect of which the power exercised is exercised would apply.
- f. The importance of competition in electricity industry markets.
- g. The policy objectives of government in relation to the supply of electricity.

2.4.2 *Economic Regulation Authority Act 2003*

The ERA must also have regard to the matters set out in section 26(1) of the ERA Act:³

- a. The need to promote regulatory outcomes that are in the public interest.
- b. The long-term interests of consumers in relation to the price, quality and reliability of goods and services provided in relevant markets.
- c. The need to encourage investment in relevant markets.
- d. The legitimate business interests of investors and service providers in relevant markets.
- e. The need to promote competitive and fair market conduct.
- f. The need to prevent abuse or monopoly or market power.
- g. The need to promote transparent decision-making processes that involve public consultation.

³ The ERA has discretion to decide the weight it gives to each of the matters listed in section 26 of the ERA Act in making its decision.