



***ELECTRICITY INDUSTRY ACT 2000***  
**REVOCATION OF ELECTRICITY RETAIL LICENCE**

**Powerdirect Pty Ltd**  
**(ACN 067 609 803)**

**RECORD OF DECISION**

**4 April 2023**

## SUMMARY

Pursuant to section 29(3) of the Electricity Industry Act 2000 (Vic) (Industry Act) the Essential Services Commission (the commission) has revoked the licence of Powerdirect Pty Ltd (ACN 067 609 803) (Powerdirect) to sell electricity by retail in Victoria.

## BACKGROUND

Powerdirect is the holder of an electricity retail licence issued by the commission.

On 19 February 2017, AGL Energy Limited (AGL) acquired Powerdirect, subsequently consolidating the two retail brands in 2022.

On 3 March 2023, AGL wrote to the commission requesting that Powerdirect's licence be revoked and confirmed Powerdirect had ceased retailing electricity in Victoria. All Powerdirect customers were transferred to AGL or alternative retailers of the customer's choice on or before 15 October 2022.

## CONSIDERATION BY THE COMMISSION

Section 29(3) of the Industry Act provides that the commission may revoke a licence in accordance with the procedures specified in the licence conditions. Relevantly, clause 6.1(i) of Powerdirect's licence provides that its licence may be revoked at any time by the commission at the request of the licensee.

## DECISION

Pursuant to section 29(3) of the Industry Act and having regard to its objectives under the Essential Services Commission Act 2001 and the Industry Act, the Executive Director, Energy (as delegate of the commission) has revoked Powerdirect's licence to sell electricity by retail in Victoria effective from 4 April 2023. This revocation was at the request of Powerdirect.

**THE COMMON SEAL**  
**of the ESSENTIAL**  
**SERVICES COMMISSION**  
was affixed pursuant to the  
authority of the Commission  
on 6 April 2023

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A handwritten signature in blue ink, appearing to read 'Kate Symons', is written over a horizontal line.

Kate Symons  
Chairperson