

# Diamond Energy

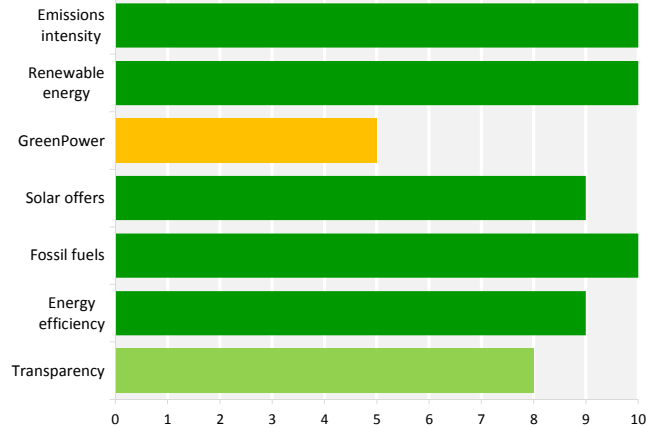
Score: 8.5 Rank: 2/23

Operates in: NSW, QLD, VIC, SA  
Responded to survey: YES

## KEY POINTS

Owns only renewable assets, with emissions intensity of zero
Price of 100% GreenPower power slightly cheaper than average
Large proportion of GreenPower customers on 100% GreenPower equivalent
Solar export price(s) slightly above state average(s) and provides equitable solar offers
Public positions against coal, CSG and burning native forest wood waste, and supported expansion of the RET
Small proportion of GreenPower sales relative to total retail sales
Potential for general marketing of retailer to confuse consumers into thinking they are purchasing 100% renewable energy without purchasing GreenPower

## CRITERIA SCORES



## DATA

EMISSIONS INTENSITY	Value	Score
Emissions intensity of assets	0.000 tCO2e/MWh sent out	10
		<b>Criteria score: 10</b>

RENEWABLE ENERGY (RE)	Value	Score
Position on RET	Expand	10
Position on SRES	Support	10
Future RE investment plans	Actual projects	10
		<b>Criteria score: 10</b>

GREENPOWER (GP)	Value	Score
Residential GP price (100%)	5.5 c/kWh premium	8.8
Equitable Residential GP offer	Yes	10
Total GP sales	0.5% of total sales	3.1
Proportion 100% GP equivalent	79% GP customers on 100% equiv.	7.9
Offers competing products	No, but general marketing may confuse	5.0
		<b>Criteria score: 5.3</b>

DISTRIBUTED GEN (SOLAR)	Value	Score
Solar export price diff	2.4 c avg diff from mean state price	8.3
Equity of solar offer	\$0.00 avg diff from non-solar offer	10
		<b>Criteria score: 9.1</b>

FOSSIL FUELS	Value	Score
Position on CSG	Not support (Public)	10
Position on coal	Not support (Public)	10
Investment in CSG	Current: No; Plans: No(+Policy)	10
Investment in coal	Current: No mining; Plans: No(+Policy)	10
Native forests position	Against (public)	10
		<b>Criteria score: 10</b>

ENERGY EFFICIENCY	Value	Score
Position on state EE schemes	Supports	10
Penalties in state EE schemes	No	10
Accessibility of online information	Homepage (clear)	10
Amount of online information	Basic	4.0
Products and services offered	Limited/other	7.0
		<b>Criteria score: 8.5</b>

TRANSPARENCY	Value	Score
Type of sustainability reports	Sust Report	8.0
Sustainability info in reports/website	2 of 3 types of information	7.0
Publicly discloses emissions intensity	N/A, only renewable assets	N/A
		<b>Criteria score: 7.5</b>

Note that these are the raw scores out of 10 for each sub-criteria, which are then weighted to produce the criteria scores and final overall score (see Results Explainer)

## NOTES

- Diamond owns generation assets.
- GreenPower offer only commenced in 2015, and sales have been growing rapidly over this period.
- While Diamond's GP Sales as a % of total sales is 0.5%, the retailer advises that this percentage is highly skewed by a recent, transitional contract with the a local government council, which increased their total sales by just over 100% in 2015. Prior to this contract, their GP sales had reached 1.2% of total sales, in their first year of offering GP.
- Diamond's corporate vision statement on their website states: "At Diamond Energy, we are an electricity retailer supporting new renewable generation derived from Australia's pure resources – your Pure Power People...". This has the potential the confuse consumers into thinking that signing up with Diamond means they are purchasing "pure" power, ie. 100% renewable power, without purchasing an accredited GreenPower product.
- In addition to it's standard solar offer, Diamond is progressing development of grid-interactive customer incentives that are aligned to consumers needs, such as solar PPAs and battery storage.
- In addition to energy efficiency information provided to customers via the website, Diamond provides considerable over-the-phone advice, issue identification and troubleshooting, bill checks and detailed energy data heat map analysis.

## METHODOLOGY COMMENTS

- GreenPower sales and customer data is for the period 1 January 2015 to 27th August 2015 (8 months), as GreenPower offer only commenced in 2015.

# Results Explainer

**Score:** Overall score, combining weighted criteria scores

**Rank:** Position out of 23 included retailers

Operates in: [STATES]  
Responded to survey: [YES/NO]

## KEY POINTS

- Notes on any good/excellent aspects of performance by the retailer
- Notes on any average aspects of performance by the retailer
- Notes on any poor aspects of performance by the retailer
- Notes on any neutral aspects of the retailer

The section below presents the retailer's datapoint for each sub-criteria, and the raw score out of 10 received for that sub-criteria. Weightings are then applied to each sub-criteria in order to calculate each criteria score. The criteria scores are then weighted again to produce the overall score. See Methodology for details of weightings.

## DATA

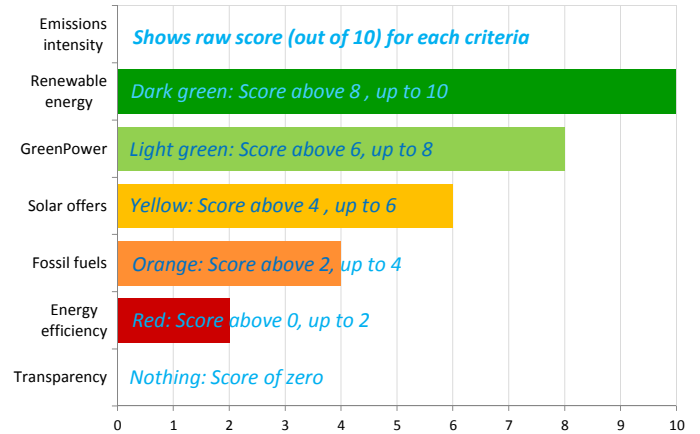
EMISSIONS INTENSITY	Value	Score
Emissions intensity of assets	Datapoint	Raw
		<b>Criteria score:</b> Raw

RENEWABLE ENERGY (RE)	Value	Score
Position on RET	Datapoint	Raw
Position on SRES	Datapoint	Raw
Future RE investment plans	Datapoint	Raw
		<b>Criteria score:</b> Raw

GREENPOWER (GP)	Value	Score
Residential GP price (100%)	Datapoint	Raw
Equitable Residential GP offer	Datapoint	Raw
Total GP sales	Datapoint	Raw
Proportion 100% GP equivalent	Datapoint	Raw
Offers competing products	Datapoint	Raw
		<b>Criteria score:</b> Raw

DISTRIBUTED GEN (SOLAR)	Value	Score
Solar export price diff	Datapoint	Raw
Equity of solar offer	Datapoint	Raw
		<b>Criteria score:</b> Raw

## CRITERIA SCORES



FOSSIL FUELS	Value	Score
Position on CSG	Datapoint	Raw
Position on coal	Datapoint	Raw
Investment in CSG	Datapoint	Raw
Investment in coal	Datapoint	Raw
Native forests position	Datapoint	Raw
		<b>Criteria score:</b> Raw

ENERGY EFFICIENCY	Value	Score
Position on state EE schemes	Datapoint	Raw
Penalties in state EE schemes	Datapoint	Raw
Accessibility of online information	Datapoint	Raw
Amount of online information	Datapoint	Raw
Products and services offered	Datapoint	Raw
		<b>Criteria score:</b> Raw

TRANSPARENCY	Value	Score
Type of sustainability reports	Datapoint	Raw
Sustainability info in reports/website	Datapoint	Raw
Publicly discloses emissions intensity	Datapoint	Raw
		<b>Criteria score:</b> Raw

## NOTES

Notes providing additional context to retailer's datapoints and/or performance, reflecting additional comments by retailer in the survey

## METHODOLOGY COMMENTS

Notes on any assumptions/adjustments to methodology for this retailer, eg. assumptions for missing/unclear data, manipulation of data supplied in different formats etc