

Paul Sell



An energy economist specialising in energy market reforms, with 27 years' experience, Paul has played a significant role in designing and implementing key aspects of the energy reforms in Australia and New Zealand. In the course of these programs, he assisted with implementation of the NEM wholesale market, with FRC in the NEM and provided significant design and implementation advice to the reform programs in Victoria, WA and in New Zealand. Paul has worked in government as a policy advisor, and most of his energy reform consulting experience has been to governments or government agencies.

As a Partner in Ernst & Young, and later a Vice President in Cap Gemini Ernst & Young, Paul has worked in and led many multi-disciplinary teams and has had overall project and program management responsibility for many hundreds of projects. A number of these projects have been of a large scale and have involved working with different consulting firms. Paul is the Director of Energy Market Consulting Associates (EMCa) see www.emca.com.au.

As an energy economist, Paul has undertaken cost benefit analysis, tariffs and business modelling for a large range of electricity and gas sector clients over much of his career.

Paul led the Ernst & Young teams that assessed the economics, competition issues and practical issues at the time (around 2000) of interval metering requirement as a requirement for FRC. For gas and for electricity, this led to advice to the ESC in Victoria on the thresholds for requiring interval meters and the adoption of profiling for the remainder of customers. Subsequently, as leader of the "functional specification" phase of Cap Gemini Ernst & Young's NEMMCO MSATS project, Paul managed the 75-person inter-jurisdictional workshop at which, amongst other matters, the core meter data and profiling requirements for FRC were defined.

Paul has had recent experience with providing advice on smart metering to MCE. Paul led our project in which we provided smart metering cost-benefit advice, based on a meta-analysis, to MCE and also our more recent project in which EMCa provided advice to MCE on a potential "new and replacement" policy for smart metering. With his EMCa colleagues, Paul facilitated initial workshops of the Smart Meter Stakeholders Working Group. Paul is currently leading EMCa's workstream, providing the cost assessment in the MCE overall Smart Metering Cost Benefit Analysis

Paul is a highly experienced policy advisor, and brings considerable experience of resolving policy issues that have both a national and a jurisdictional dimension, and which involve understanding and taking account of the diverse interests of different stakeholders.