



3rd annual

ENERGY RETAIL EXCELLENCE 2025

3-5 December 2025

Melbourne Convention and
Exhibition Centre | Australia

Shaping customer-centric
strategy through innovation

Speakers include:



Andrea Bernard
Executive General Manager,
Retail
ENGIE Australia & New
Zealand



Jarrod Ball
Board Member
Australian Energy Regulator
(AER)



Renae Gasmier
Head of Innovation
and Strategy
AGL Energy



Steve Reid
General Manager
Regulatory Policy
Origin Energy



Carolyn Luey
Chief Retail Officer
Contact Energy (NZ)



Peter Jackowski
Head of Delivery -
Consumer Energy Solutions
SEC Victoria



Luke Blincoe
Chief Executive Officer
Supa Energy



Rob Morris
Founder
IO Energy



Lisa Hannifin
Chief Customer Officer
Meridian Energy (NZ)



Edward Hyde
Chief Strategy,
Transformation &
Technology Officer
Genesis Energy (NZ)



Todd Pemberton
General Manager Retail
Pacific Blue Australia



Kate Gibson
Chief Customer Officer
EnergyAustralia



Chris Thompson
Chief Executive Officer
and Founder
Amber Electric



Katalin Polus
Head of Customer Marketing
Synergy



Brett Murphy
Relationship Manager,
Energy, South Australia
Tesla

REGISTER
TODAY!

Register before 24 October and save up to \$400!

+61 (0)2 9977 0565 info@questevents.com.au www.energyretailexcellence.com.au

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What is **ENERGY RETAIL EXCELLENCE** 2025?

Now in its third year, **Energy Retail Excellence** is Australia's only event dedicated entirely to the future of energy retail.

Join senior leaders and innovators to:

- ▶ Explore new business models and customer offerings
- ▶ Navigate regulatory and policy shifts shaping the sector
- ▶ Discover cutting-edge technologies transforming retail operations
- ▶ Share insights to deliver better outcomes for both retailers and consumers

Whether your role is in leadership, strategy, technology, marketing, regulation, or customer experience - if energy retail is your focus, this is where you belong.

“This has become an essential conference for me to connect and hear about all parts of our industry.”

Olivier Petitpierre,
General Manager Digital, ENGIE (past attendee)



WHY YOU NEED TO BE THERE

- 1 Take the temperature of energy retailing and future directions
- 2 Hear the latest from the AER on simplifying retail guidelines and an expert panel on other changes, including implications of the Nelson Review for retailing
- 3 Match price volatility with products and services like **Contact Energy's** 'hero proposition' and **iO Energy's** risk management strategies
- 4 Hear how **Tesla**, **Amber Electric** and **Synergy** are actively participating in the clean energy transition as retailers
- 5 Get the low down on digital innovation and AI-driven customer engagement from **Genesis** and **Meridian**
- 6 Hear how **SEC Victoria** and **Supa Energy** are focussing on consumer technology to improve outcomes
- 7 Reduce churn with billing innovations from **Pacific Blue Australia** and supporting vulnerable customers with **ENGIE ANZ**

AGENDA | Day 1 Wednesday, 3 December

08:50 Opening remarks from the Chair
 **Camille Hymer**
Energy Retail Operations Expert

TAKING THE TEMPERATURE OF ENERGY RETAILING AND FUTURE DIRECTIONS

09:00 **Encouraging customer loyalty beyond price to reduce churn**
Keynote speaker to be announced
 **Kate Gibson**
Chief Customer Officer
[EnergyAustralia](#)

09:30 **Designing EV-friendly energy plans to drive customer value and grid alignment**
 **Rena Gasmier**
Head of Innovation and Strategy
[AGL Energy](#)

10:00 Partner presentation

NAVIGATING REGULATORY CHANGE TO STRENGTHEN RETAIL PERFORMANCE

10:20 **A simpler energy market for retailers and consumers**
 **Jarrod Ball**
Board Member
[Australian Energy Regulator \(AER\)](#)

10:50 Morning tea

11:20 Panel discussion: **Beyond the DMO - navigating retail reform and CER regulation**
 **David Prins**
Director
[Etrog Consulting](#)

 **Jo De Silva**
General Manager Retail Policy
[Australian Energy Council](#)

 **Steve Reid**
General Manager Regulatory Policy
[Origin Energy](#)

 **Ralph Griffiths**
General Manager of Policy & Regulation
[AGL Energy](#)

 **Lyn Bowring**
Executive Director, Consumer, Community, and First Peoples' Energy Transitions
[Vic Department of Energy, Environment and Climate Action \(DEECA\)](#)

MATCHING PRICE VOLATILITY WITH PRODUCTS AND SERVICES THAT TAKE MARKET FLUCTUATIONS INTO ACCOUNT

12:00 **Building and refining time of use products to encourage demand flexibility in a volatile energy market**
 **Carolyn Luey**
Chief Retail Officer
[Contact Energy \(NZ\)](#) 

12:30 Lunch

13:30 **Navigating price volatility to protect innovation in energy retail**
 **Rob Morris**
Chief Executive Officer
[iO Energy](#)

RETAIL PARTICIPATION IN THE CLEAN ENERGY TRANSITION

14:00 Partner presentation

14:20 **Maximising value for battery customers through battery optimisation in retail programs**
 **Brett Murphy**
Relationship Manager, Energy, South Australia
[Tesla](#)

14:50 **Designing VPP offerings that deliver real value to customers**
 **Tim Barson**
Partnerships Manager - SmartShift
[Amber Electric](#)

15:20 Afternoon tea

15:50 **Integrating VPP incentives with battery rebates to unlock stronger consumer participation**
 **Katalin Polus**
Head of Customer Marketing
[Synergy](#)

16:20 **Panel discussion: Redefining the retailer role in distributed energy, batteries and community participation**
 **Robert Lo Giudice**
Energy Industry Expert
[RLG Advisory](#)

 **Gavin Dufty**
National Director, Energy Policy and Research
[National Council St. Vincent Paul Society Australia](#)

 **Katalin Polus**
Head of Customer Marketing
[Synergy](#)

 **Candice Hincksman**
Manager Demand & Energy Management
[Energy Queensland](#)

17:00 Closing remarks from Chair

17:05 Networking drinks



“Great mix of industry leaders sharing innovative strategies and customer - focussed ideas to drive the energy transition.”

Ayesha Razzaq
Executive General Manager of Retail, Ergon Energy Retail (past attendee)

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AGENDA | Day 2 🕒 Thursday, 4 December

08:50 Opening remarks from the Chair



Shreejan Pandey
Director
Monash Energy Institute

TRANSFORMING ENERGY RETAIL THROUGH DIGITAL INNOVATION AND AI-DRIVEN CUSTOMER ENGAGEMENT

09:00 Accelerating energy transformation in the age of agentic AI



Andrea Bernard
Executive General Manager, Retail
ENGIE Australia & New Zealand

09:30 Harnessing agentic AI in energy retail to enhance customer value while managing emerging risks



Edward Hyde
Chief Strategy, Transformation & Technology Officer
Genesis Energy



10:00 Optimising CRM and billing platforms for competitive advantage



Lisa Hannifin
Chief Customer Officer
Meridian Energy (NZ)



10:30 Morning tea

11:00 Panel discussion: Where should energy retailers invest to unlock value from AI and digitalisation?



Arran Coughlan
Principal
Coughlan Advisory



Chris Thompson
Chief Executive Officer and
Founder
Amber Electric

11:40 Partner presentation

IMPROVING CONSUMER FOCUSED TECHNOLOGY TO ACCELERATE PARTICIPATION IN THE CLEAN ENERGY TRANSITION

12:00 Navigating smart meter rollout to build trust and unlock customer value



Sabiene Heindl
Chief Executive Officer
Energy Charter

12:30 Lunch

13:30 Empowering households through electrification and innovation



Peter Jackowski
Head of Delivery - Consumer Energy Solutions
SEC Victoria

14:00 Partner presentation

14:20 Harnessing AI to optimise decentralised assets



Luke Blincoe
Chief Executive Officer
Supa Energy



14:50 Afternoon tea

REDUCING CHURN AND USING BILLING INNOVATION TO IMPROVE RELATIONSHIPS

15:20 Reducing customer churn to build loyalty and long-term revenue in energy retailing



Todd Pemberton
General Manager Retail
Pacific Blue Australia

15:50 Coming back from the brink: a new way of regulating energy to restore trust, customer outcomes and the bottom line



Brendan French
Chief Executive Officer
Energy Consumers Australia

RETAILER'S ROLE IN ENERGY EQUITY AND HARDSHIP PROGRAMS

16:20 Benchmarking best practice for hardship responses to protect customers in payment difficulty



Zyl Hovenga-Wauchope
Chief Executive Officer
Financial Counselling Victoria

16:50 International collaboration on hardship response to support vulnerable customers



Ryan Wavish
General Manager Innovation, ENGIE Retail
ENGIE Australia & New Zealand

17:20 Closing remarks from the Chair

17:25 Close of Conference



“Great variety of topics covered.”

Victoria Edwards

Senior Product Manager, Ausgrid (past attendee)



“Intimate conference enabling real networking opportunities.”

Nick Nikolitsis

Product Director, Hansen Technologies (past attendee)

POST-CONFERENCE MASTERCLASSES

Friday, 5 December

Masterclass A: Implementing CRM and billing platforms without tears

Transform the way your business delivers technology projects. This practical masterclass shows you how to avoid the big mistakes that derail CRM and billing rollouts, get systems performing faster, and keep customers onside through every stage of change. You'll leave knowing how to turn a major IT investment into real customer value, stronger commercial outcomes, and lower operating costs.

Perfect for leaders and teams driving CRM or billing upgrades in energy retail.

Gain insider lessons from past failures, proven fixes for early roadblocks, and tools to win staff and customer support.

Walk away with the confidence to deliver projects on time, on budget, and ready to generate lasting business benefits.



Jason Perera

APAC Commercial Director - Customer Value & Transformations

Gentrack

Masterclass B: Employing agentic AI in energy retailing for smarter customer and operational outcomes

Unlock the power of agentic AI to transform customer service and retail operations. This cutting-edge session reveals how AI agents can anticipate needs, resolve issues, and streamline processes while ensuring compliance and transparency. You'll discover how to start fast, scale effectively, and position your business for an intelligent, adaptive future.

Ideal for executives, innovators, and CX leaders shaping the next wave of energy retail.

Learn how to cut costs, personalise offers, and free up staff for higher-value work while staying ahead of ethical and regulatory demands. Leave ready to pilot, govern, and scale AI adoption with confidence - building the smart, resilient retail model of tomorrow.



“Was good insight to different areas of the market.”

Jeremy Just

Program Lead, Department of Energy, Environment and Climate Action (past attendee)

“This conference attracts the decisions makers. The content is great and the general discussions are too.”

Hannah Cook

Financial Inclusion & Vulnerability Manager, recoveriescorp (past attendee)



WHO WILL ATTEND ENERGY RETAIL EXCELLENCE?

Energy Retail Excellence will be dominated by leaders from Australia retailers, large and small. It will also be where you can meet with retailers from the APAC region, transmission and distribution networks, state and federal policy makers and regulators.

Based on attendance in the last two years, we anticipate the following audience breakdown:



62%

Retailers



24%

Regulators/Gov



7%

Transmission/
Distribution



7%

Solution Providers

WANT TO DO BUSINESS AT THIS EVENT?

If you have an innovative or market leading product, solution or service related to any part of the energy retail sector, the **Energy Retail Excellence** conference should be a part of your sales and marketing campaign.

From the organisers of Australian Energy Week, this event will attract important decision-makers from energy retailers responsible for strategy, technology, marketing, CX, billing and more.

This is your opportunity to engage with key decision-makers representing the entire spectrum of the customer-facing energy market and share your advice and solutions.

If you'd like to become a partner at Energy Retail Excellence, contact

Tashi Gazzard

tashig@questevents.com.au **or**

Milad Etemadi

milade@questevents.com.au

to discuss how we can help you connect with your ideal audience.



“A very good overview of what is happening in the market.”

Nural Omer

Head of Metering, PLUS ES (past attendee)

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REGISTRATION



Call our account executives with any questions or to discuss the best booking options.

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3 DAY STANDARD PACKAGE

(Main Conference Day & Post-conference masterclass)

3 - 5 DECEMBER

Full access to the main conference sessions

Post-conference masterclass

All networking sessions

Register on or before 24 October \$4,195
(SAVE \$400)

Regular price \$4,595

2 DAY STANDARD PACKAGE

(Main Conference Day)

3 - 4 DECEMBER

Full access to the main conference sessions

All networking sessions

Register on or before 24 October \$3,195
(SAVE \$400)

Regular price \$3,595

MASTERCLASS SESSION ONLY

5 DECEMBER

Post-conference masterclass

All networking sessions

Register on or before 24 October \$2,095
(SAVE \$200)

Regular price \$2,295

All prices are inclusive of GST

GROUP DISCOUNTS

15%

3-6
delegate package

20%

7-10
delegate package

25%

11+
delegate package

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