



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
General Manager, Delivery
and Operations - Consumer
and Innovation
SEC Victoria



Luke Blincoe
Chief Executive Officer
Supa Energy



Rob Morris
Founder
io Energy



Lisa Hannifin
Chief Customer Officer
Meridian Energy (NZ)



Ed 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!

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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 Panel discussion: **Rebuilding trust and value in a shifting retail energy market**



Philip Cullum
Principal
Consumer-wise Consulting



Kate Gibson
Chief Customer Officer
EnergyAustralia



Louisa Kinnear
Chief Executive Officer
Australian Energy Council

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
Etrug 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



Ed 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](#)



Hayden Barry
Managing Director
[Nectar](#)



Jitendra Tomar
Founder
[Localvolts](#)

11:40 Partner presentation

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

12:00 Customer-led tariffs: putting customers at the centre of pricing reform



Bec Jolly
Director, Energy Equity
[Energy Charter](#)



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

12:30 Lunch

13:30 Empowering households through electrification and innovation



Peter Jackowski
General Manager, Delivery and Operations - Consumer and Innovation
[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 MASTERCLASS

Friday, 5 December

Masterclass: 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



“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)



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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.

Tashi Gazzard

Head of Sales

✉ tashig@questevents.com.au

☎ +61 (0)418 884 713



James McCallum

Account Executive

✉ jamesm@questevents.com.au

☎ +61 432 657 538



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

Regular price \$4,595

2 DAY STANDARD PACKAGE

(Main Conference Day)

3 - 4 DECEMBER

Full access to the main conference sessions

All networking sessions

Regular price \$3,595

MASTERCLASS SESSION ONLY

5 DECEMBER

Post-conference masterclass

All networking sessions

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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