



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



**Jacob Mahoney**  
Chief Revenue Officer  
Flow Power



**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 26 September and save up to \$700!

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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**


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 **Responding to recent energy regulation: opportunities and challenges for Australian energy retailers**  
 **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](#)

## 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

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

 **Jacob Mahoney**  
Chief Revenue Officer  
[Flow Power](#)

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

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

17:00 Closing remarks from Chair

17:05 Networking drinks

## REGISTER TODAY!

Register before 26 September and save up to \$700!

“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)





# 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.

## 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.”

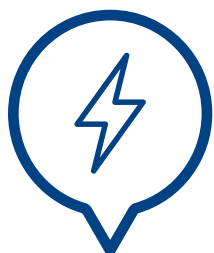
**Hannah Cook**  
Financial Inclusion & Vulnerability Manager, recoveriescorp (past attendee)



# 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)

**REGISTER TODAY!**

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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](mailto:tashig@questevents.com.au)

☎ +61 (0)418 884 713



## James McCallum

Account Executive

✉ [jamesm@questevents.com.au](mailto: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

Register on or before 26 September \$3,895  
(SAVE \$700)

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 26 September \$2,895  
(SAVE \$700)

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 26 September \$1,895  
(SAVE \$400)

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

## REGISTER TODAY!

Register before 26 September and save up to \$700!



REGISTER TODAY!

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