

10 TENTH ENERGY IN WESTERN AUSTRALIA CONFERENCE 2010

S T R A T E G I C E N E R G Y



*An excellent opportunity to be
informed and interact with
senior people in the energy
sector*

PROUDLY ORGANISED BY:



Government of Western Australia
Office of Energy

EVENT COORDINATED BY:



EVENT VENUE:

**SHERATON PERTH
HOTEL 21-22 SEPTEMBER
2010**

Invitation from the Minister



The Liberal-National Government is taking a considered approach to ensuring Western Australia's long-term energy security, while moving to deliver a cleaner energy future.

As part of the Government's commitment to achieving that goal, I initiated the development of the Strategic Energy Initiative: *Energy2031* in August 2009. This will set out clear objectives to guide government, policy makers and stakeholders in achieving the State's strategic energy goals for the short, medium and longer terms.

This work is pertinent to the theme of this year's Energy in WA Conference, Strategic Energy, as it will provide a co-ordinated direction for WA's energy sector, addressing issues of reliability and security, while also increasing the use of renewable energy and improving energy efficiency across all sectors of the community.

The conference, which this year celebrates its tenth event, covers a range of topical issues that either currently impact the energy industry in this state or are on the horizon. These include:

- market opportunities
- what customers want
- smart grids
- securing infrastructure
- market-based approaches to energy efficiency
- implications for an energy-frugal future
- regional energy supply and demand and
- domestic versus international gas supply.

Conference highlights this year will include presentations from:

- Andy Schwartz, Chief Energy Advisor for the California Public Utilities Commission. Andy's presentation will look at market-based approaches to energy efficiency and how they have addressed the challenges and barriers to energy efficiency experienced in California.
- Dr Perry Sioshansi, from Menlo Energy Economics, will talk on the implications for an energy frugal future.
- Professor Carmen Lawrence, Winthrop Professor, Director Centre for the Study of Social Change, University of Western Australia, who will give an insight into current knowledge about human motivation in reducing energy usage.
- Harinder Sidhu, Chief Advisor International Division Department of Climate Change and Energy Efficiency, will give an outline of the state and pace of international action on climate change and the implications for Australia and carbon markets.
- Ben Connor, Strategy Practice Leader, Marchmont Hill will explore how public-private cooperation can meet critical energy infrastructure needs when the market alone can't provide.

The conference will also host a panel discussion on the topic Domestic vs international Gas Supply. The debate, from three perspectives of the energy industry, ought to attract a great deal of interest.

I encourage you to register for the 2010 Energy in WA Conference. This premier event not only provides an excellent opportunity to access up-to-date information but to also network with members of all sectors in the local energy industry.

Hon Peter Collier MLC
MINISTER FOR ENERGY

At a glance

Entitlements

Full-time registration: includes all conference sessions, CD of conference papers and presentations, morning and afternoon teas, two luncheons, conference dinner and closing cocktail party.

One day registration: includes conference sessions on the day selected, CD of conference papers and presentations, morning and afternoon tea, and luncheon. The conference dinner is included for Tuesday registrants. The cocktail function is included for Wednesday registrants.

The Venue

The conference will be held at the Sheraton Perth Hotel, a five-star venue located in the heart of Perth city. The hotel features excellent conference facilities, beautifully appointed accommodation rooms and a wide range of business and leisure facilities. The hotel is a short stroll from Perth's business, commercial and retail district with easy access to a wide variety of local restaurants and transport. The Sheraton Perth Hotel is a non-smoking venue.

Accommodation

Accommodation at the special rate of \$285 per room per night for a standard room has been reserved at the Sheraton Perth Hotel for conference delegates and guests (breakfast not included). Reservations must be made on the registration form (at the back of this brochure) to obtain this rate.

Domestic travel

Motive Travel would be pleased to make any travel reservations on behalf of delegates. Please telephone Motive Travel on (08) 9322 2666 or email richie@motivetravel.com.au.

Dress standards

Business attire or smart casual wear is suggested for the conference sessions and conference dinner.

Car parking

Parking is available for conference delegates at a rate of \$27 per day. Entrance to the hotel's car park is on Hill Street, about 100 metres from the hotel.

Registration desk

Full-time delegates are encouraged to check-in early on Tuesday 21 September to avoid delays. The conference registration desk will be open at 7.30am – 5.00pm on Tuesday 21 September and 8.00am – 5.00pm on Wednesday 22 September. Delegates will receive all conference materials upon registering at the registration desk, located on the convention floor of the Sheraton Perth Hotel.

Conference Dinner

Burswood on Swan Function Centre
1 Camfield Drive, Burswood
Tuesday 21 September, 7 – 10pm

Cost: Nil for full-time delegates and day-one registrants.

Burswood on Swan is about five minutes drive from the Perth CBD.

Closing Cocktail Party

Sheraton Perth Hotel,
207 Adelaide Terrace, Perth
Wednesday 22 September, 5.00 – 6.00pm

Cost: Nil for full-time delegates and day-two registrants.

The cocktail party will be held at the Sheraton Perth Hotel after proceedings finish on day two of the conference. This will allow further interaction between delegates and provide a relaxing conclusion to the conference.



Registration Form

TITLE (MR/MRS/MS/DR/PROF) FIRST NAME (to appear on conference badge):

LAST NAME: POSITION:

COMPANY/ORGANISATION:

POSTAL ADDRESS: STATE: POST CODE:

TEL (BUS): FAX (BUS): EMAIL:

SPECIAL NEEDS (DIETARY OR OTHER):

Tick this box if you do **NOT** want a free eight-week subscription of The Business News.

Privacy disclosure statement

The Office of Energy, Australian Institute of Energy and Motive Conventions (the events manager of this event) collect your contact details for the purpose of registration for this event and to inform you of future events that may be of interest. Your contact details will not be disclosed to any third parties other than The Business News for subscription purposes if you do not tick the box above.

Conference dinner

The conference dinner, to be held at the Burswood on Swan Function Centre on Tuesday 21 September 2010, is included for full-time delegates and day-one registrants.

To assist with catering, it is important to indicate whether you will attend. The subsidised cost for an accompanying partner or colleague is A\$45 (inclusive of GST).

I will attend the conference dinner Yes No

Accompanying guest @ A\$45 Yes Name of guest: _____

Cocktail party

A one-hour cocktail party will be held at the Sheraton Perth Hotel on Wednesday 22 September 2010 from 5-6pm and is included for full-time delegates and day-two registrants. To assist with catering, it is important to indicate whether you will attend.

I will attend the cocktail party Yes No

Venue and accommodation

The conference will be held at the Sheraton Perth Hotel located at 207 Adelaide Terrace. A special conference accommodation rate of A\$285 per night for a standard room (breakfast not included) has been negotiated.

Please reserve accommodation Yes No

Dates required: _____

To secure your booking, please provide your credit card number and expiry date. Your details will be forwarded to the hotel and the accommodation account charged to you upon check out.

Travel and travel insurance

Please contact Motive Conventions for all your travel needs.

Registration Tax Invoice

Australian Institute of Energy ABN 95 001 509 173

Entitlements

Full-time registration: includes all conference sessions, conference satchel, CD of conference papers and presentations, morning and afternoon teas, two luncheons, conference dinner and closing cocktail party.

One day registration: includes conference sessions on the day selected, conference satchel, CD of conference papers and presentations, morning and afternoon tea, and luncheon. The conference dinner is included for Tuesday registrants. The cocktail function is included for Wednesday registrants.

Registration Fees

(All prices include GST)

	Reg. before 31 August 2010	Reg. after 31 August 2010
Full-time registration	<input type="checkbox"/> A\$1,110	<input type="checkbox"/> A\$1,300
One-day registration	<input type="checkbox"/> A\$685	<input type="checkbox"/> A\$735

(Nominate day of attendance): Tuesday 21 September OR Wednesday 22 September 2010

Payment

Registration	<input type="text" value="\$"/>
Conference Dinner (Guest)	<input type="text" value="\$"/>
TOTAL	<input type="text" value="\$"/>

Payments from overseas should be made by credit card or with a bank draft or bank cheque in Australian dollars free of all charges.

Cheque enclosed (cheques payable to **Energy in Western Australia Conference** and in Australian dollars).

Please debit my credit card Mastercard Visa Expiry date: _____

Cardholder name (please print): _____

Signature: _____

Card No: _____

Cancellation

Cancellation of registration will be required in writing to Motive Conventions (motive@vianet.net.au).

Cancellations made after 31 August 2010 incur a penalty fee of A\$80.00.

Refunds of fees after this time will only be made in exceptional circumstances.

Substitutions in lieu of cancellations will be accepted provided reasonable notice is given.

Cancellations made in the few weeks prior to the conference may not be processed until after the conference.

Send completed form to:

Motive Conventions
Mezzanine Level, 28 The Esplanade Perth,
Western Australia 6000
Email: motive@vianet.net.au



Government of Western Australia
Office of Energy



Acknowledgements: Registrations received before Friday 17 September 2010 will be acknowledged in writing via email or regular post. For registrations made after this time, please email motive@vianet.net.au or telephone 0408 905 099 to confirm receipt.

PLEASE RETAIN A COPY OF THIS FORM FOR YOUR TAX RECORDS

TENTH ENERGY IN WESTERN AUSTRALIA CONFERENCE 2010



Day One – Tuesday 21 September 2010



Government of Western Australia
Office of Energy

8:50 INTRODUCTION

Session Chair: Professor Tony Vassallo Delta Electricity Chair in Sustainable Energy Development University of Sydney

8:55 KEYNOTE ADDRESS: Strategic Energy

Hon. Peter Collier MLA, Minister for Energy

Minister Collier will present the State Government's view of the Strategic Energy Initiative – the matters under review, why they are important and what outcomes the government is seeking to deliver from the review.

9:20 Energy2031 - Strategic Energy Initiative

Dr Paul Biggs, Project Leader, Energy2031, SEI Project, Office of Energy

The Strategic Energy Initiative directions paper consolidates findings of this project's consultation process, which sought views of community and industry stakeholders on key energy issues over the next 20 years. Paul will outline major themes of the directions paper and ways in which stakeholders can engage in refining recommendations to government.

MARKET OPPORTUNITIES

9:35 Statement of Opportunity and Markets trends to 2030

Allan Dawson, Chief Executive Officer, Independent Market Operator

The electricity industry is facing a technological revolution. Supply of new energy and capacity has traditionally been the responsibility of generation companies and vertically-integrated utilities. Now they are being challenged – not by new entrants with identical business models to their own, but by technology and a wave of new investors.

10:05 Conditions required to encourage liquid hedge trading

Dean Price, General Manager, d-cypha Trade

Dean will talk about d-cyphaTrade's experience in establishing and building the most successful electricity hedge market in the region. The presentation will highlight key requirements of a successful electricity hedge market, including physical market structure.

10:35 MORNING BREAK – sponsored by Dampier Bunbury Pipeline

11:00 How to secure the best electricity contract

Mitch Anderson, Chief Executive Officer, ERM Power Retail

Mitch will give an overview of the current state of retail electricity markets in Australia and provide an insight of the tricks and traps in contracting electricity.

ENERGY GENERATION

11:30 The wholesale electricity market and how Verve Energy fits into it

Shirley In't Veld, Managing Director, Verve Energy

Shirley will address Verve Energy's role in the generation market and explore whether that role is appropriate or needs updating to fit the evolving market.

HOW CUSTOMERS BEHAVE

12:00 Reducing electricity consumption in Australian cities

Professor Carmen Lawrence, Winthrop Professor, Director, Centre for the Study of Social Change, University of Western Australia

There are many who argue that policies aimed at reducing consumer demand can play a significant role in managing national energy needs at very little or no extra cost. While this assumption may underestimate the very real difficulties in achieving such behaviour change, there is now good evidence to show that it is possible to achieve significant reductions in energy use by applying what we know about human motivation and information processing.

12:30 LUNCH - sponsored by North West Shelf Gas

1:30 Session Chair: Murray Meaton, Chairman Australian Institute of Energy, Perth Branch

WHAT CUSTOMERS WANT

1:35 Energy retailing

Jim Mitchell, Managing Director, Synergy

Jim proposes that energy retailers must take the lead in helping customers manage price increases by providing better choice and value as well as facilitating improved outcomes – especially in regard to energy consumption. He will provide an overview of how Synergy is meeting this challenge.



The Conference will feature presentations from many players involved in the Australian and Western Australian industries, as well as some prominent international speakers who will provide insight from a global perspective.

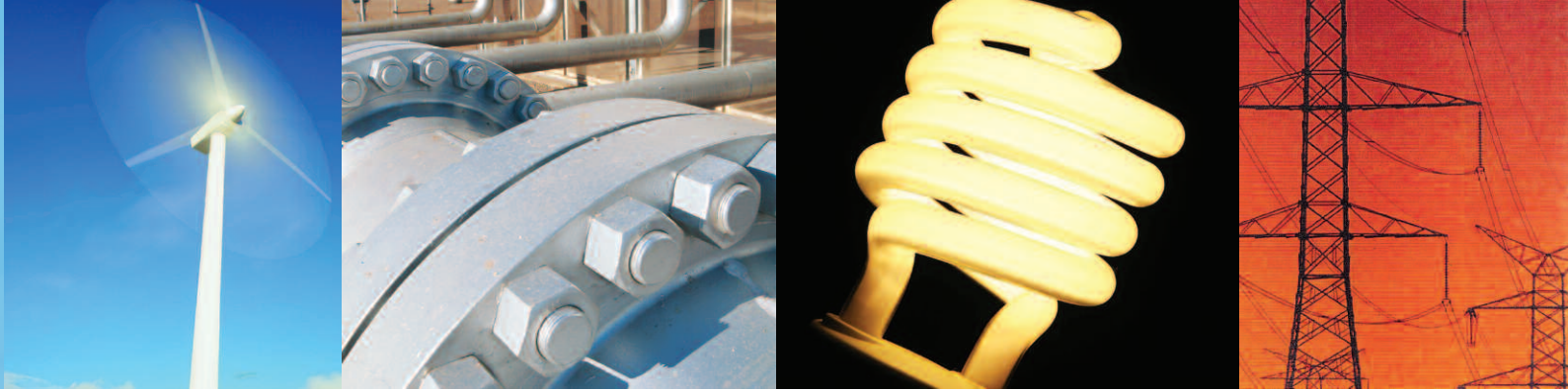
-
- 2:05 **Energy users' perspectives from across Australia – Alinta**
Geoff Hopley, Executive General Manager, Alinta Pty Ltd
Conditions in the wholesale gas market in Western Australia have changed markedly in recent years. Demand for LNG and the roll-off of foundation domestic supply contracts has crystallised a new set of challenges that need to be managed by gas purchasers and gas consumers. An overview of these challenges – and the manner in which markets are evolving to address them – will be covered.
- 2:35 **Energy users' perspectives from across Australia – Energy User's Association**
Roman Domanski, Energy User's Association
Roman will cover a range of issues that are foremost in the minds of energy users across Australia. These include higher energy costs, network charges and regulation, climate change policies, consolidation in the energy sector and incomplete market reforms. He will highlight areas he considers need attention for users to continue to have access to competitively-priced and reliable electricity and gas.
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- 3:05 **AFTERNOON BREAK – sponsored by the Dampier Bunbury Pipeline**
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- 3:25 **A local energy user perspective – Wesfarmers**
Cameron Schuster, Wesfarmers
Cameron will provide an overview of the strategies Wesfarmers is adopting to mitigate rising prices, improve security of supply and increase energy efficiency in its diverse range of operations. He will also cover the company's approach to the energy supply regulatory systems and some of the public policy challenges for these systems in Australia.
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- SMART GRIDS**
-
- 4:05 **Grid infrastructure opportunities and challenges**
Doug Aberle, Managing Director, Western Power
The challenges of managing an increasingly dynamic electricity network require smart investment decisions now. Doug will discuss the challenges and opportunities ahead to ensure Western Power provides an electricity network that can meet future energy needs.
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- SECURING INFRASTRUCTURE**
-
- 4:35 **Missing infrastructure and how to get it built**
Ben Connor, Strategy Practice Leader, Marchment Hill
Ben proposes that governments and private players must work together to ensure energy infrastructure is built for sectors where commercial or regulatory models are currently failing.
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- 5:05 **Close of Day One**
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- 7:00 **CONFERENCE DINNER – sponsored by ERM Retail**
Gary Jeffery, AIE, master of ceremony
Dinner guests will be entertained by a local musician with a surprise guest speaker back from the cold.
Venue: Burswood on Swan, 1 Camfield Drive, Burswood
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Day Two – Wednesday 22 September 2010

- 8:50 **INTRODUCTION**
Session Chair: Ray Wills, CEO, Western Australian Sustainable Energy Association
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CLEANER ENERGY

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- 8:55 **Market-based approaches to energy efficiency**
Andrew Schwartz, Chief Energy Advisor, California Public Utilities Commission
Andy will discuss the role energy efficiency has played in meeting California's demand for energy services and what policy approaches have been used to transform energy efficiency. He will focus on the challenges facing energy efficiency and the various market based policy approaches California has pursued to overcome these barriers. He will also look at California's practical experience with these initiatives.
- 9:35 **A fresh perspective on climate change**
Harinder Sidhu, Chief Advisor International Division Department of Climate Change
According to common perception, international and domestic enthusiasm for action on climate change has waned. In reality, the pace and scale of international action on climate change has expanded dramatically. Harinder will outline what this change means for Australian policy and for future international action, particularly with respect to carbon markets.



10:05 **Low emissions electricity**

Dr David Harris, Theme Leader and Senior Principal Research Scientist for Low Emissions Electricity, CSIRO

Dr Harris will present on low-emissions technology from both an Australian and international perspective.

10:35 **MORNING BREAK sponsored by Chamber of Minerals and Energy**

11:00 **Why do we use so much energy, and what for? Implications for an energy frugal future**

Dr Perry Sioshansi, Menlo Energy Economics

Perry will discuss a number of approaches to address issues relating to frivolous consumption of energy. He suggests we can do a lot more with a lot less energy.

REGIONAL ENERGY

11:30 **Regional energy supply and demand**

Rod Hayes, Managing Director, Horizon Power

Rod will present Horizon Power's perspective on the unique set of challenges and opportunities surrounding the provision of energy in regional Western Australia for the next 20 years.

12:00 **Government and industry development engagement**

Reg Howard-Smith, Chief Executive Officer, Chamber of Minerals and Energy

Reg will explore the view that collaboration between governments and industry on energy supply issues is critical to ensure future development – a need, he says, was highlighted during the state's last economic boom.

12:30 **LUNCH sponsored by Domgas Alliance**

1:30 **INTRODUCTION**

Session Chair: Gary Jeffery, Australian Institute of Energy

GAS

1:40 **The Great Debate: domestic vs international gas supply**

- **Tom Baddeley, APPEA Perth - producer perspective**

- **John Boardman - What about LNG?**

- **Tony Petersen, ERM for Domgas Alliance - users perspective**

2:40 **AFTERNOON BREAK – sponsored by Chamber of Minerals and Energy**

3:10 **The domestic gas market in WA - a wholesalers perspective**

Damian Johnston- North West Shelf Gas

Damien's presentation will cover the supply and demand dynamics at play in the domestic market and their associated uncertainties and what it means for Western Australia.

3:40 **Mondarra gas storage facility**

Steve Lewis, General Manager WA, APA Group

The Mondarra Gas Storage Facility will deliver significant supply chain flexibility and provide a secure and reliable storage service to mitigate potential gas supply interruptions in the future. Steve's presentation will focus on current development activities, the services available to the gas market participants and benefits to WA energy consumers.

4:10 **Apache Energy**

Apache Energy has been actively exploring for and producing energy for Western Australia over the past 20 years. Apache will provide a current and future perspective of its energy projects and challenges.

4:40 **CLOSING ADDRESS - Energy in Western Australia Conference: Looking back and forward 20 years**

Lyndon Rowe, Chairman, Economic Regulation Authority

5:00 **COCKTAIL FUNCTION sponsored by Apache Energy – Sheraton Perth Hotel**

6:00 **CONCLUSION OF CONFERENCE**

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SHERATON PERTH HOTEL
21-22 SEPTEMBER 2010



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