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## Energy 21C will illuminate the demand for sweeping change in the industry

A clear outline of future networks for customers will emerge from the Energy 21C conference as the electricity and gas transmission and distribution industry analyses its demand management challenges and climate change responses.

From the opening conference summit at the new Melbourne Convention and Exhibition Centre on Monday 7 September, the focus will be on systems and infrastructure to meet new supply demands and regulatory standards, and advanced technologies to help customers make informed choices about energy use.

The opening summit will set the standard of debate on the key conference themes of customers, climate change, networks and competencies with award-winning ABC journalist, Tony Jones, facilitating speakers including:

- George Maltabarow, Managing Director of EnergyAustralia and Chairman of the Energy Networks Association of Australia;
- Guido Bartels, General Manager, IBM Global Energy and Utilities Industry, and Chairman of Gridwise Alliance in the United States;
- Tim Piper, Australian Industry Group Director;
- Perry Sioshansi, President of the US-based Menlo Energy Ergonomics; and
- Ed Willett, a commissioner of the ACCC, and Board member of the Australian Energy Regulator.

Conference Chairman, Bob Smith, said the summit would illustrate the need for unprecedented change in the way the industry transmits and delivers electricity and gas and communicates with its customers.

“Two of the dominating topics of the Energy 21C conference will be smart network systems and demand management strategies, including the implementation of advanced metering,” he said.

“Industry leaders from Australia and around the world will drill into these issues and it will provide compelling insights into the future as we work to replace ageing infrastructure with new systems and technologies and reduce our carbon footprint.

“The conference will provide a status report on how Australia is responding to these challenges compared with other developed countries.

**10th International  
Electricity and Gas Networks  
Conference & Exhibition**



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6-9 September 2009 Melbourne Convention and Exhibition Centre Melbourne Australia

“For example, Guido Bartels will discuss how changes sweeping the industry are challenging not only how energy is sourced and delivered, but also the relationships that companies have with their employees, customers and regulators.

“There will also be a fascinating presentation about voluntary behavioural changes among consumers that have reduced fuel and water consumption with motivating factors that can be applied to the energy industry.”

Energy 21C will be an interactive and technologically advanced conference, allowing delegates to engage personally and on-line with global industry leaders addressing critical conference topics.

Using mobile phones, hand-held devices and laptops, delegates will be able to contribute their views via the Energy 21C Online Ideas Exchange, an IBM-facilitated social networking platform that enables the exchange of ideas and opinion.

Attendees and industry observers can connect before, during and after the conference through the two dialogue streams of smart network strategies and systems and demand management strategies.

Discussions will be moderated by subject matter experts from across the global energy community. They will feed outputs from the on-line discussion to the conference session chairs for integration into session content and summaries.

The E21C Online Ideas Exchange will be live 24 hours prior to Energy 21C, during the conference, and for a full day post conference.

Energy 21C, the major electricity and gas industry conference in the southern hemisphere, is expected to attract around 2,000 delegates to the Melbourne Convention and Exhibition Centre from 6 to 9 September.

It will feature a compelling program, speakers of the highest calibre, a vast exhibition and demonstration area, and site visits to inspect latest technologies. Energy 21C is owned by the Australian Industry Group and the Energy Networks Association.

Registration is still open. For more information, go to [www.energy21c.com.au](http://www.energy21c.com.au)

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