



Media Release
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On-line Ideas Exchange: An on-line, real-time facility to comment on Energy 21C issues

Energy 21C in Melbourne will provide new social media capability for delegates and industry observers to engage in issues being addressed at one of the world's major electricity and gas industry conferences.

Using mobile phones, hand-held devices and laptops, participants will be able to comment via the Energy 21C Online Ideas Exchange, an IBM-facilitated social networking platform to capture ideas, opinion, and deeper delegate engagement.

The Energy 21C Online Ideas Exchange will operate immediately before, during and after the conference, which will be held at the Melbourne Convention and Exhibition Centre from September 6 to 9.

Energy 21C program and speaker details are featured on the website www.energy21c.com.au

Program Chairman, Mike Griffin, said industry experts would moderate the Energy 21C Online Ideas Exchange with a focus on two of the key conference dialogue streams – Smart Networks and Demand Management Strategies.

“The moderators will engage with people on-line and select comment to present to the mainstream conference,” Mr Griffin said.

“Feedback and input obtained from the Energy 21C Online Ideas Exchange may be used by the conference chairs for integration into session content and summaries.

“The Energy 21C Online Ideas Exchange is an exciting new dimension of Energy 21C and it should stimulate on-line interaction that will add value to the event and assist in our planning for future conferences.

“Addressing change is a key aspect of the conference as the industry looks at evolving tools in communications technology to better engage with customers.

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“So it is appropriate that the conference itself embraces latest forms of social media to facilitate real-time contact with delegates and other industry observers around the world.”

Dean Spaccavento, Manager Enabling Technology, Energy Response Pty Ltd, and one of the Energy 21C Online Ideas Exchange moderators, said while the facility provided a platform for open discussion, it was important to direct comments specifically at issues being addressed in presentations about intelligent networks and demand management strategies.

“There will be rules of engagement to ensure dialogue is relevant and responsible, with information that will contribute to the professional development values of the conference.”

About 2,000 delegates are expected to attend Energy 21C to address the key themes of customers, climate change, networks and competencies. The opening session on Monday 7 September will be dedicated to an energy delivery summit with industry leaders debating future networks for customers.

The conference integrates a series of keynote and panel presentations, workshops, live practical demonstrations, site visits, and a vast exhibition area.

Interview:

Mike Griffin is available for interview on 0419 643 795