



# Energy Storage

## Australia

**Connecting and Expanding Australia's  
Renewable Capacity Through Energy Storage**

○ Partnership Prospectus ○

21 – 22 May 2024

○ Sydney, Australia

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**RENEW**ECONOMY

# Welcome to the Energy Storage Summit Australia 2024

The Australian battery industry is predicted to be worth \$7.4 billion by 2030, and the landscape in Australia is becoming increasingly enticing for new business. Large projects have taken off in the country over the past couple of years, with at least five utility-scale projects operational in the National Electricity Market and 35 more in the pipeline.

The Australian government has announced plans to expand the Capacity Investment Scheme (CIS) programme to facilitate 9GW of dispatchable capacity and 23GW of variable capacity nationally, which is expected to make way for new storage capacity in the NEM. With diverse terrain, plenty of space and a multi-faceted market offering varying opportunities and market structures across the country, Australia is fast becoming an ideal place to deploy energy storage, including both batteries and alternative chemistries. The Waratah Super Battery project in New South Wales is expected to be the largest battery storage system anywhere in the Southern Hemisphere, at a staggering 700MW.

Key drivers for energy storage in Australia include the closure of many coal plants, a positive shift in the regulatory and policy landscape along with a move to strengthen private investment into the renewables

sector as a whole. Energy policies and many climate-related policies have been accelerated by the current government, and for many the time feels right to invest in storage in the country.

At Energy Storage Summit Australia you are guaranteed to meet all the most important investors, developers, IPPs, grid operators, policymakers, utilities, energy buyers, service providers, consultancies and technology providers under one roof, ensuring that your deals get done as efficiently as possible.

Join us from 21 – 22 May 2024 to understand how you can get involved and make your mark on the rapidly evolving energy storage landscape in Australia.

## Our approach

Energy Storage Summit Australia is far more than just another storage event – our unique proposition is that we are obsessed with delivering unique insights creating dialogue and partnerships. Your customers attend this Summit to better understand the technology disrupting the market, build strong partnerships with new and existing customers and to seek help with making the right investment decisions.

As energy storage evolves at pace and we see more projects in the pipeline, only the most innovative players will succeed; now is the time to invest in marketing and business development that puts your unique proposition and brand at the forefront of decision makers minds.

## Our commitment

To our commercial partners, we are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, heighten your brand or launch new products, no one is better placed to help than our team. Thank you for taking the time to discuss our offering and we look forward to taking this exciting journey with you.



## Our mission

To inspire change and create the knowledge and networks that will accelerate a decentralised, intelligent and sustainable energy market.



**Lucy Jacobson-Durham**  
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# The Key Themes For 2024

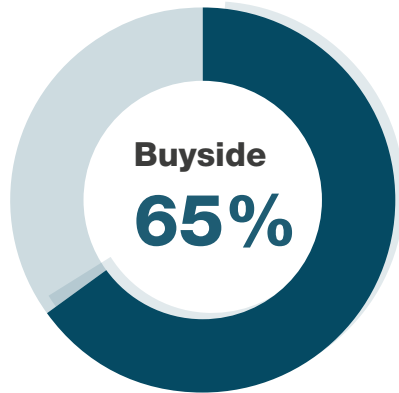
The Energy Storage Summit Australia is set to feature an extensive programme spanning two days. The Summit is designed to host a diverse range of content with the aim of accelerating energy storage technology in Australia and bringing the industry together in one place. We are keen to collaborate with speakers from all walks of life and encourage diversity within our programmes as well as our speaker line-up. If you have any ideas or have someone in mind who would make a good collaborator, please get in touch with the team.

We are always keen to hear from the market, get in touch with the team if you have any suggestions for this year's event!



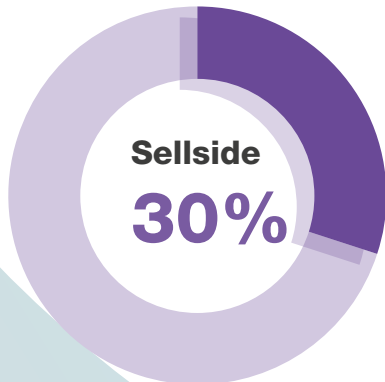
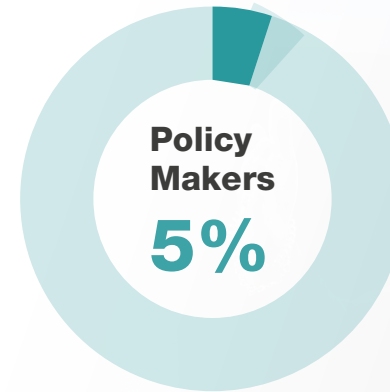


# Who Will You Meet?



## Buyside

- ⊗ Utilities
- ⊗ DSO/TSO
- ⊗ Energy Generators
- ⊗ Developers
- ⊗ Local Associations
- ⊗ Large Energy Buyers
- ⊗ Investors / Financiers / Banks
- ⊗ Wholesale Traders
- ⊗ Asset Owners
- ⊗ Land Owners



## Sellside

- ⊗ EPCs
- ⊗ System Integrators
- ⊗ Aggregators
- ⊗ Stationary & Mobile Storage
- ⊗ Software & Data Analytics
- ⊗ Energy
- ⊗ Analytics
- ⊗ Energy Management
- ⊗ Distributors
- ⊗ Technical Advisors
- ⊗ Insurers
- ⊗ Law Firms

## Event in Numbers



# Energy Storage Series Market Map

A Snapshot of  
Companies Who  
Attend Our  
Events



# Energy Storage Series

## Delegate Profiles

30%

### C-Level/Founder/Board

- » Board Member
- » Chairman
- » Chairman and Managing Director
- » Chief Business Development Officer
- » Chief Commercial Director
- » Chief Commercial Officer
- » Chief Executive Officer
- » Chief Financial Officer
- » Chief Innovation Officer
- » Chief Investment Officer
- » Chief of Staff
- » Chief Operating Officer
- » Chief Representative
- » Chief Revenue Officer
- » Chief Sales Officer
- » Chief Strategy Officer
- » Chief Technology Officer
- » Co-Founder
- » Commercial Director
- » Councillor and Cabinet Member
- » Executive Chairman
- » Founder
- » Founder and Managing Partner
- » Minister
- » Owner
- » Owner, Chairman of The Board

16%

### Business Development

- » APAC Business Development Application Engineer
- » Bid Projects Manager
- » Business Development - Electric Thermal Energy Storage
- » Business Development - Power
- » Business Development Manager - Project Lead
- » Business Lead
- » Corporate Energy Manager
- » General Manager
- » Manager, Strategy and Deals Energy Team
- » Market Manager, Asia
- » Programme and Project Manager
- » Programme Lead
- » Programme Manager
- » Project Development Executive
- » Project Engineer
- » Project Manager
- » Sales and Engineering Consultant
- » Sales and Estimating Manager
- » Sales Leader, APAC
- » SME Engagement Manager

29%

### Director/President

- » Deputy Director
- » Deputy Director of Energy Markets
- » Director of Asset Management
- » Director of Development
- » Director of Energy Solutions
- » Director of Europe Operations
- » Director of North and Southeast Asia
- » Director of Power and Utilities
- » Director of Strategy and Performance
- » Director, Corporate Finance
- » Director, Structured Finance
- » Director, TESLA Energy Products
- » Engineering Director
- » Executive Director, Project Finance
- » Executive Director, Techno Commercial BESS
- » Executive Vice President, Global Markets
- » Investment Director
- » Legal Director
- » Managing Director
- » Managing Director, Grid Scale Energy Storage
- » Operations Director
- » President
- » Project Director
- » R&D Director
- » Senior Vice President
- » Senior Vice President, Development
- » Senior Vice President, Strategy
- » Sourcing and Technology Director
- » Special Projects, Director
- » Strategic Director
- » Technology Director, Grid Scale Energy Storage
- » Vice President, Global Markets
- » Vice President, Operations
- » Vice President, Renewable Energy

25%

### Technical Role

- » Analyst
- » Application Engineer
- » Consultant
- » Energy Storage and Market Entry Specialist
- » Energy Storage Consultant
- » Energy Storage Innovation Manager
- » Energy Storage Manager
- » Engineering Specialist
- » Flexibility and Storage Senior Analyst
- » Government Affairs and Relations Manager
- » Grid and Regulation Manager
- » Grid Connection Manager
- » Grid Manager
- » Investment Manager Renewables
- » Investment Specialist
- » Market Insight Senior Executive
- » Network Development and Operability Manager
- » Planning Consultant
- » Policy Advisor
- » Policy and Research Analyst
- » Principal Smart Grid Consultant
- » Product Owner - Battery Storage
- » Renewable Energy Specialist
- » Senior Advisor
- » Senior Electrical Project Engineering Manager
- » Senior Energy Systems Engineer
- » Senior Grid Connections Engineer
- » Senior Policy Analyst
- » Senior R&D Engineer, APAC
- » Senior Strategy and Policy Advisor
- » Senior Technical Officer
- » Senior Trading Analyst
- » Smart Grid Development Manager
- » Technical Advisor
- » Technical Asset Manager
- » Technical Lead Energy Storage
- » Technology Acceleration Manager



# Storage Gallery



See Full Gallery [»](#)



# Sponsorship Benefits

We are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, heighten your brand or launch new services, no one is better placed to help than our team.

## Lead Generation

Make sure you make the best use of your time, and develop new business opportunities with guaranteed 1-2-1 meetings on-site in Australia

Accelerate decisions by accessing qualified decision makers responsible for Energy Storage deployment across Australia

## Shorten Sales Cycles

## Thought Leadership

Present a case study, ensuring the market is fully conscious of the unique benefits of your solutions and advantages of partnering or investing in you

Join a panel and strengthen your commitment to driving energy storage deployment and position yourself as a key enabler

## Innovation & Leadership

## Relationship Building

Network and have fun with attendees, cementing your position as a leading partner of choice when implementing energy storage projects

Amplify your brand around the event and ensure you are front of mind with qualified decision makers and industry stakeholders

## Brand Recognition

Schedule an exploratory call with the team 

# Sponsorship Options

	Host £75,000	Diamond £45,000	Platinum £35,000	Gold £25,000	Silver £20,000	Bronze £15,000	Supporting £12,000	Exhibitor £8,000
<b>Conference Influence</b>								
Opportunity to chair the event	•							
Keynote solo presentation	•	•						
Keynote panel position	•	•						
Solo presentation			• Day 1	• Day 1	Day 2			
Panel position			•	Or •	Or •	•	•	
Private round table / workshop	•	•	•					
Sponsored Content - 1 Piece Supplied by Client and Distributed at Event	•	•	•	•				
Pre or post - event webinar	•	•						
<b>Event Branding</b>								
Exhibition stand with backdrop and basic furniture ( *upgraded furniture package)	•*	•*	•*	•*	•	•		•
Enhanced branding - Tier 1	•	•	•	•				
Enhanced branding - Tier 2					•	•		
Logo to appear on all event signage	•	•	•	•	•	•	•	•
Advertisement in event app	•	•	•	•				
Profile and logo in event app	•	•	•	•	•	•	•	•
<b>Meeting &amp; Networking Service</b>								
Delegate passes	10	10	6	5	3	3	2	2
Customer VIP tickets	10	10	5	3	2			
Access to the event networking tool allowing you to set up meetings and capture leads (1 week before - 4 weeks afterwards)	•	•	•	•	•	•	•	•
Target account list invite with 50% off promotional ticket code	30	30	20	20	10	5		
Guaranteed introductions	10	10	10	8	6	3		
<b>Post Show</b>								
<b>Full event</b> delegate list to be shared including: full name, company name, job title and email address	•	•	•	•				
Sponsors solo presentation or panel discussion participant list only to be shared including: full name, company name, job title and email address					•	•	•	
<b>Pre-Event</b>								
Company logo and profile to feature on our website	•	•	•	•	•	•	•	•
Reciprocal website link to your home page from event website	•	•	•	•	•	•	•	•
Company logo and link to be included in HTML email campaigns	•	•	•	•	•	•	•	•
Promotion on relevant social media channels	•	•	•	•	•	•	•	•



## Additional Branding

### Tier 1.

- Drinks Reception (1)
- Lunch Sponsor Day 1 or Day 2 (2)
- Breakfast Sponsor (2)
- Lanyards (1)
- Wi-Fi Sponsorship (1)
- App Sponsor (1)
- Event Guide Sponsor (1)
- Bag Sponsor (1)
- Wellness Sponsor (1)
- Barista or Juice Machine (2)
- Popcorn Machine (2)
- Cloakroom Sponsor (1)

### Tier 2.

- Seat Drop (4)
- Note Pad & Pens (1)
- Coffee Break Sponsor Day 1 or Day 2 (4)
- Corporate Gift (bottle, usb etc.)
- Water Station Sponsor (1)
- Private Meeting Rooms

### Available on request

- Official After-party (1)
- Off-site Visits
- Golf Tournament
- Boat Trip
- 1/2 Day Workshops
- Smoothie Station
- Sponsored Roundtables
- Constructed Stand
- AV or Screens

# Agenda at a Glance | Day 1

8:00-9:00	<b><u>Networking Registration &amp; Refreshments</u></b>
9:00-9:10	Welcome and Opening Address from the Host
9:10-9:30	<b><u>Keynote Presentation</u></b> Why Is Now the Right Time to Invest in Energy Storage in Australia?
9:30-9:45	<b><u>Keynote Address</u></b> Funding the Energy Storage Transition
9:45 -10:25	<b><u>Keynote Panel 1</u></b> Keynote Panel: The Year Ahead for Energy Storage in Australia
10:25 -10:45	<b><u>Sponsor Presentation</u></b> The Future of Using Software to Operate Grid-Scale Storage Portfolios
10:45 -11:15	<b><u>Morning Networking Break</u></b>
11:15 -12:00	<b><u>Keynote Panel 2</u></b> Barriers to Market for Energy Storage Projects
12:00 -12:20	<b><u>Sponsor Presentation</u></b> Presentation Reserved for Platinum Sponsor
12:20 -13:00	<b><u>Panel Discussion</u></b> Keynote Panel: Revenue, Risk and Reward in Australia
13:00-14:00	<b><u>Networking and Lunch Break</u></b>

# Agenda at a Glance | Day 1

Stream One: Deployment of Storage	Stream Two: Financing & Funding
14:00-14:40 <a href="#">Panel Discussion</a> Co-Locating Assets and Hybridisation	14:00-14:20 <a href="#">Presentation</a> Presentation Reserved for Gold Sponsor
14:40-15:00 <a href="#">Sponsorship Presentation</a> Optimisation – How Can Existing Storage be Unlocked?	14:20-15:00 <a href="#">Panel Discussion</a> Strengthening Private Sector Investment into Energy Storage
15:00-15:40 <a href="#">Panel Discussion</a> Grid Connections in Australia – Difficulties and Challenges	15:00-15:40 <a href="#">Panel Discussion</a> Exploring Optimal Financial Structures for Energy Storage Projects in Australia
15:40-16:00 <b>Networking Break</b>	
16:00-16:40 <a href="#">Panel Discussion</a> How can Energy Storage be Harnessed by Distribution Networks?	16:00-16:20 <a href="#">Sponsor Presentation</a> What Opportunity Lies within Merchant Storage?
16:40-17:20 <a href="#">Panel Discussion</a> Bringing the Market to Scale - Emphasising Supply Chain Costs	16:20-17:00 <a href="#">Fireside Chat</a> The Outlook for Project Finance in Australia
17:20-17:50 <a href="#">Ask Me Anything</a> Maximizing the Value of an Asset	
17:50-18:00 Closing Remarks	
18:00-20:00 Private Functions & After-Party	



# Agenda at a Glance | Day 2

8:30- 9:30	<b><u>Networking</u> Registration &amp; Refreshments</b>
9:30- 9:40	Opening Remarks from the Chair
9:40- 10:10	<u>Fireside Chat</u> South Australia: Leading the Path in Renewables
10:10-11:00	<u>Keynote Panel</u> Re-Designing the NEM: The Integration of Storage
11:00-11:20	<u>Sponsor Presentation</u> Forecast: The Big Opportunity for Grid-Forming Solutions in Australia
11:20-11:50	<b>Networking Break</b>
11:50-12:20	<u>Fireside Chat</u> Supporting Darwin: A SunCable Case Study
12:20-13:00	<u>Panel Discussion</u> Long-Duration Energy Storage: The Future of Australia?
13:00-14:00	<b>Lunch &amp; Networking</b>
14:00-14:40	<u>Fireside Chat</u> Consumers and Batteries
14:40-15:20	<u>Panel Discussion</u> New Zealand and Energy Storage: Unlocking Potential
15:20-16:00	<u>Panel Discussion</u> The Unique Challenges of the Pan-Australian Market
16:00-16:10	<b>Closing Remarks and Close of Conference</b>

# Our Speakers Include



**Erik Strömso**  
CEO  
BW ESS



**Paul Smith**  
Senior Vice President,  
Global Sales  
Energy Dome



**Shane Slattery**  
Head of Grid  
Elgin Energy



**Carl Christiansen**  
Associate Director, Business  
Development & Transactions  
Australian Renewable  
Energy Agency (ARENA)



**Carlos Trench**  
General Manager –  
Business Development  
ENGIE Australia & New  
Zealand



**Theodore Dow**  
Managing Director  
Paddington St Finance



**Dennis Freedman**  
Managing Director Australia  
and New Zealand  
Aquila Clean Energy  
Australia



**Andrew Wegman**  
Managing Director, Finance  
& Investments  
Akaysha Energy



**Rachel Rundle**  
Senior Manager Policy &  
Regulation  
Eku Energy



**Professor Bruce Mountain**  
Director  
Victoria Energy Policy  
Centre



**Ilyas Yousaf**  
Grid Connections &  
Networks Manager  
Terrain Solar



**Tony Fullelove**  
Managing Director,  
Development & Delivery  
Akaysha Energy



**Stephen Challis**  
Head of Asset  
Management  
Shell Energy



**Ben Arnott**  
Managing Director Head of  
Energy+ Group, Australia  
Societe Generale



**Alex Grant**  
Director  
Australian Renewable  
Energy Agency (ARENA)



**Daniel Burrows**  
Head of APAC  
Eku Energy

Want to Speak? Contact us!



Lucy Jacobson-Durham: [lucy@solarmedia.co.uk](mailto:lucy@solarmedia.co.uk)



# Ticket Prices



**£943**

**Advanced Pricing**  
Ends 9th February 2024

**£1,258**

**Super Early Bird**  
Ends 15th March 2024

**£1,572**

**Early Bird**  
Ends 12th April 2024

**£1,887**

**Full Price**  
26th April 2024 onwards

Book Online >>



Add Delegate Ticket Protection for just £52 when you register and we will refund the cost of the ticket in full\* should the named ticket holder ('Holder') be unable to attend due to:

- Sickness, accident or injury of the Holder
- Death of Holder, or death of Holder's immediate family within 30 days of the event
- Preventative travel delays outside of Holder's control
- Extreme or adverse weather (snow, fog, storm) that prevents Holder's attendance to event venue
- Unavoidable Jury Service
- Strikes, riots, terrorism or other extraordinary national/international circumstance
- Changes of the date, location or main thematic qualities of the event

View full terms here:

# Who We Are

We believe companies in the energy industry are helping to build a cleaner and fairer world. That is why we want to help our sponsors to build their brands, make the right connections, and win the deals that help them to grow. If we can do that, we not only improve a company's bottom line but also contribute to tackling climate change and helping governments reach their decarbonisation goals.

Established in 2006, Solar Media Ltd is a business-to-business media company specialising in the provision of digital news, business intelligence, print publishing and high-quality events to serve the needs of the solar, energy storage, electric vehicle, hydrogen and wind sector.

Incorporating energy storage events into our established portfolio is part of our ongoing strategy to be the number 1 media platform in the renewable energy industry. Our aim is to serve as an indispensable promotional partner for our customers by consistently delivering audience engagement through quality content.

We will continue to bring together key stakeholders who are shaping the sustainable energy future and showcase real world opportunities to accelerate the transition to a low carbon energy system world-wide.

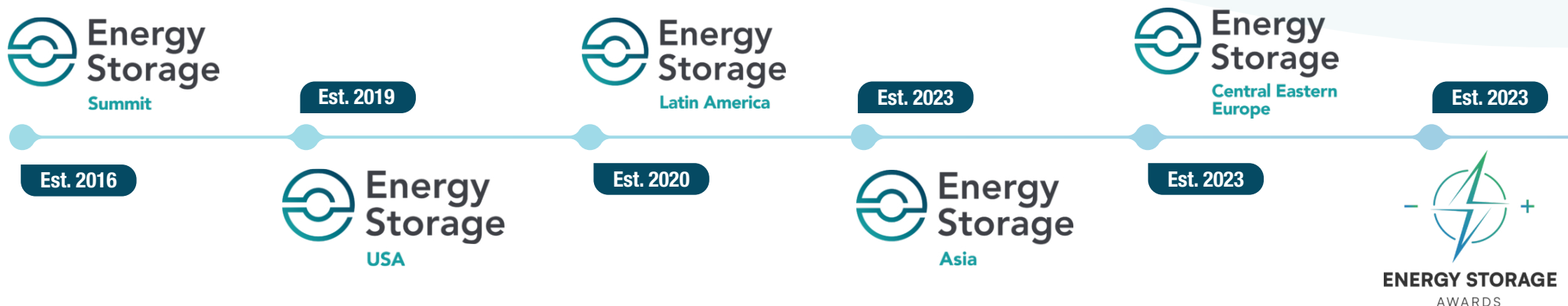


SOLAR MEDIA  
EVENTS | PUBLISHING | RESEARCH



CURRENT<sup>±</sup>

## Our Global Event Portfolio Includes:





# Global Energy Storage Portfolio

[solarmedia.co.uk/events](https://solarmedia.co.uk/events)



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Sydney Australia • May 2024  
[storageaustralia.solarenergyevents.com](https://storageaustralia.solarenergyevents.com)

# Meet the Team & Get Involved



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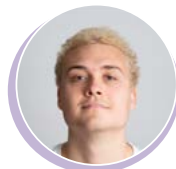
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Events App



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