

VIC - GAS 2001

29-30 October 2001
Mercure Hotel , Spring Street, Melbourne

Keynote Presentations

- Outlook for the Victorian Natural Gas Market,
Peter Clements, Executive Director, Energy Policy
Department of Natural Resources and Environment

- What Sells Gas, Paul Littmann,
Director, The Ideas Factory

Endorsed by:



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DAY ONE

Introduction

9:00 - 9:10

Opening Remarks from the Chair

Graham Holdaway - ENR Partner, KPMG

Outlook for the Victorian Gas Market

9:10 - 9:40

Outlook for the Victorian Gas Market

Peter Clements - Executive Director, Energy Policy,
Department of Natural Resources and Environment

- Vision for the gas industry
- Balancing the need for regulation with the maintenance of an attractive investment environment
- Current status of the reform process in Victoria
- Emerging opportunities for Victorian market participants

9:40 - 10:15

Wholesale Market: Future Directions

Terry Grimwade - Executive Manager,
Energy Markets, VENCORP

- Gas Market Growth
- The Wholesale Market: Accommodating FRC
- The Development of a SE Australian Interconnected Gas Market
- Market Development Update

Break: 10:15 - 10:35

Developments in Market Infrastructure and Competition Arrangements

10:35 - 11:15

FRC Implementation

Richard Clarke - Project Director, Gas Contestability, VENCORP

- Establishment of a Regulatory Framework for Competition
- Full Retail Contestability (FRC) Process and Achievements
- FRC Systems update for the Principal Transmission System
- FRC Arrangements for Contract Carriage Systems

11:15 - 11:55

Introducing GMCo: The NSW Market Model

Patricia McKenzie - Chief Executive Officer, GMCo

- Establishment and role of GMCo
- Opportunities for interstate convergence - enhancing the jurisdictional scope of GMCo.
- Market implementation project: Current status report

FORTHCOMING EVENTS

Look out for our strategic training seminars

Currency Hedging in Turbulent Times

- Sydney 23 November 2001
- Melbourne 30 November 2001

(for all companies with foreign currency exposure)

Energy Derivatives Trading

- Melbourne 7 December 2001

11:55 - 12:30

Panel Discussion & Industry Q & A

Richard Clarke, Patricia McKenzie

- Market Implementation Logistics and Coordination
- Interconnections and converging wholesale markets: Can the Victorian and NSW FRC models support changing wholesale market risks?
- Scope for VENCORP and GMCo to provide FRC services to other jurisdictions
- Opportunities for the development of a national market manager and code administrator

Lunch: 12:30 - 1:45

1:45 - 2:55

Special: Advertising-What Sells Gas??

Paul Littmann - Director, The Ideas Factory

- What sells gas?
- What image attributes impact customer acquisition and retention?
- Drivers of customer behaviour in the gas industry
- Psychographic marketing and promotion issues for the gas market

Break: 2:55 - 3:15

Operating in the New Market - The Perspective of Participants

3:15 - 3:55

The AGA Retailers Committee:

Challenges for an Emerging National Market

Tony Wood - Chairman, AGA Retailers Committee

- The membership and role of the AGA Retailers Committee
- Trends in retail regulation and implications for retailers
- FRC systems, rules and arrangements: Requirements for a competitive market
- The emergence of national dual fuel retailers; longer term opportunities for jurisdictional convergence and regulatory reform.
- Observations of the reform process to date, and expectations for Full Retail Contestability

3:55 - 4:30

Customers: A Message for the Market

John Dick - Vice President, Energy Action Group

- Choice and market design
- Cost of complexity
- Consumer involvement in the lighthanded regulations

4:30 - 4:40

Closing Remarks from the Chair

4:40

End of Session Cocktails

Compliments of Quorum United

DAY TWO

Introduction

9:00 - 9:10

Opening Remarks from the Chair

Graham Holdaway - ENR Partner, KPMG

Managing Market Risk

9:10 - 9:50

Managing Uplift and Settlements Risk

Stephen Weston - Partner, Trowbridge Consulting

- Uplift and settlements risk in the gas market
- Managing the impact of surprise and congestion
- Overview of risk management solutions
- AMDQ Credits and AMDQ Credit Trading
- Longford and Non-Longford AMDQ
- Allocating the Initial AMDQ Credits
- Update on the Emerging Market

9:50 - 10:30

Supporting a Retail Portfolio -Secondary Market Trading

Andrew Brown - Gas Strategy Manager, TXU Trading

- Retail Risks in the FRC Environment
- Physical and Financial Derivatives: Opportunities for the Market
- Managing Portfolio Risk
- Development of an Emerging OTC Market

Break: 10:30 - 10:50

10:50 - 11:30

Managing Volume Risk:Weather Hedges

Norman Trethewey - General Manager,

Global Markets, Enron

- Wholesale Market Risks in a temperature sensitive market
- Opportunities for managing portfolio risk
- Victorian Weather Hedges - A product overview
- International trends in the management of weather risk

11:30 - 12:15

Market Segmentation and Customer Portfolio Management

David Masters - Managing Director, ICF Consulting

- Competition and the increasing importance of customer knowledge
- FRC and the need to correctly appropriate risk and to better target the value proposition
- Effective Portfolio Management
- Portfolio management tools to win in the competitive market (an overview of load vision)

Lunch: 12:15 - 1:30

1:30 - 2:10

Special:The Gas Market in the Post-Kyoto World

Frank Elsworth - Victorian Gas Trading Manager, Origin Energy

- Greenhouse policies and their impact on the gas market
- Green related opportunities for gas market participants
- Linkages with the electricity market - issues for gas
- Commercialising green related opportunities

2:10 - 2:50

Smart Meters:Emerging Technologies

Dr Jeff Washusan - Managing Director, Pareto Associates

- Summary of FRC Metering Arrangements in Victoria
- Load Profiling and Spot Market Risk - Is it Really the Cheaper Alternative?
- Metering technologies: International FRC Experience
- Smart Meters -Opportunities for Customers and Retailers

Break: 2:50 - 3:10

3:10 - 3:50

Gas Safety:Responsibilities of Market Participants

Mike Ebdon - Manager, Safety Systems, Office of Gas Safety

- Overview of the role and responsibilities of OGS
- Safety responsibilities of market participants
- Current initiatives of the Office of Gas Safety
- Recent and proposed regulatory developments

3:50 - 4:30

Forecasting Special:What's Been Happening to the Weather?

Lindsay Smail - Director, Geelong Weather Services

- Victorian weather trends over the past 30 years
- Long-range climate expectations
- Tips for gas demand forecasting using historical weather data

Closing Remarks from the Chair

A strategic conference aimed at promoting commercial readiness in the period leading-up to full retail contestability in the Victorian gas market

- **Understand** the current status of the industry reform program
- **Learn** about the FRC regulatory framework which is being established to facilitate competition
- **Capitalise** on the emerging opportunities and risks specific to the proposed industry systems
- **Hear** the views of leaders from across the energy and related industries
- **Participate** in strategic discussion and appreciate the tactical challenges presented by the emerging competitive environment

Conference Objectives:

- To provide a strategic appreciation of the core challenges, opportunities and risks presented by the emerging arrangements for full retail contestability in gas
- To update participants on developments in the Victorian wholesale market, and to review emerging risk products that can provide innovative opportunities for managing retail portfolio risk
- To provide the views, concerns and comments of industry leaders from across the energy and related industries

Who should attend?

Executives, managers and operational staff from the:

- Gas industry
- Electricity Industry
- Telecommunications Industry
- Water Industry
- Government and Regulatory Bodies
- Energy Customers
- Lawyers
- Consultants
- Energy Traders and Brokers
- Energy Aggregators
- Academic bodies
- Finance Industry

Cannot Attend?

Purchase the conference notes and training materials for \$650 + 10% GST (\$715 total) by appropriately marking the registration form.

TRAVEL AND ACCOMMODATION

National World Travel Randwick can provide airfare and accommodation packages for the conference at substantial discounts to the full economy airfare and hotel published rack rates (subject to availability).

Please contact Norman or

Henry at National World Travel Randwick for all reservations.

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Position

Registration	Fee	GST	TOTAL
<input type="checkbox"/> Early BIRD Special (\$200 off)	\$1990	\$199	\$2189
<input type="checkbox"/> 2 Day Conference	\$2190	\$219	\$2409
<input type="checkbox"/> Conference notes only	\$ 650	\$ 65	\$ 715

Group Booking Rate

<input type="checkbox"/> First ticket	\$2190	\$219	\$2409
<input type="checkbox"/> Second ticket	\$1590	\$159	\$1749
<input type="checkbox"/> Third and subsequent	\$990	\$99	\$1089

Payment Method

- Crossed Cheque, made payable to Quorum United
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How to Register:

Tel: + 612 9664 7690 Fax: + 612 9664 7688

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Group Booking Rate: Group ticket purchases must be booked and paid simultaneously to incur discount. Group bookings do not receive Early Bird Discount. All group members must be from the same company.

Early Bird Discount: Register with full payment by Friday 5 October to incur \$200 discount

Venue: Mercure Hotel, 13 Spring St, Melbourne, 03 9205 9999

Host: Quorum United PTY LTD - Events excellence - ACN: 096 634 070

Cancellation: If unable to attend, a substitute delegate is welcome. For cancellation of registration, notice in writing must be received at least 14 days prior to the conference, and occurs a \$200 fee (+GST). From 7-14 days prior, Conference documents and a 50% refund are available. No refunds are possible less than 7 days prior to the conference. Content and timing may be amended, and any changes will be immediately communicated to delegates.

Register and pay by October 5 and SAVE \$200