



Doing more. Using less.

Innovation X-Change: Energy Productivity for Manufacturers Monday 13 August, Etihad Stadium, Melbourne

Brief for exhibitors

Why an Innovation X-Change?

A2EP is leading a drive to double energy productivity in Australia by 2030. Our innovation program aims to accelerate the implementation of technologies and business models that lead to transformative change in energy productivity. We are presenting a one-day event in August in Melbourne to exchange ideas, share experience and build networks.

A2EP has coordinated a number of highly regarded conferences and other events with a focus on energy productivity. We most recently presented our first [Innovation X-Change in Sydney](#) in April to an audience of about one hundred and it was very well received. We have previously presented events in Melbourne including the launch of our *2xEP Roadmap for Manufacturing*.

Exhibition opportunity

The X-Change venue is the Crest Room at Etihad Stadium. The venue provides a conference space with guests seated at tables and an adjacent break-out area where refreshments will be served. This area is large enough to accommodate trade exhibitions in stalls, at tables or freestanding. The X-Change offers an opportunity to showcase your products and services to prospective customers, industry associations, policy makers, researchers and developers. The full-day exhibitor fee is \$995 which includes one registration for the full-day X-Change program. You can register as an exhibitor and pay online [here](#). We'll be in contact about logistics.

Focus areas

The program will assemble and communicate information and experience relating to innovation in energy productivity, with a particular focus on:

- examining how Industry 4.0 can be implemented to deliver transformative energy productivity benefits (e.g. through increased digitisation and optimisation, replacing steam with point of end use electro-technologies, application of real-time data with control systems), and
- optimal integration at business premises of high efficiency equipment with distributed renewable generation and storage and real-time data and control systems to optimise consumption and contribute to grid management (generation and distribution networks)
- the food value chain: production, processing, logistics (domestic and export, including freight transport and the cold chain) and its impacts on quality and food waste.

Target audience

We aim to have 80-100 senior professionals from relevant businesses, industry associations, governments, utilities (energy, water, telecommunications), financiers and investors, technology suppliers, thought leaders, consultants and advisors, researchers.

Content

The presentations/facilitation of this event will come from A2EP (presenting results from recent projects), ARENA, technical specialists from supplier companies/consultants and energy companies, DELWP specialists, researchers and, ideally, a couple of leading international technologists. We will include case studies from actual businesses. We will have content from Industry 4.0 specialists and other innovation specialists who are not normally energy focused to provide cross fertilisation of ideas. The current draft of the program is included over page. We're in the process of confirming speakers.



Australian Alliance for Energy Productivity
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The Innovation X-Change is supported by the Victorian Government.





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Part A – Boosting energy productivity in food and fibre industries

08:30 - 09:00 **Registration and coffee**

Session 1 Using energy effectively to cut costs and get better business outcomes

09:00 - 10:30 **Chair:** Angeline **Achariya**, Chief Executive Officer, Monash Food Innovation Centre
Speakers: John **Bradley**, Secretary, Department of Environment, Land, Water and Planning; Andrew **Richards**, Chief Executive Officer, Energy Users Association of Australia; Alan **Pears**, Senior Industry Fellow, RMIT University; Brad **Semmler**, Technical Director, Cold Logic

Session 2 Implementation: The business case, financing, support

11:00 – 12:30 **Chair:** Sarah **Stephen**, Director - Energy Efficiency, Department of Environment, Land, Water and Planning **Speakers:** Jonathan **Leake**, Director – Business and Built Environment, Sustainability Victoria; Rob **Murray-Leach**, Head of Policy, Energy Efficiency Council; Peter **Haenke**, Energy Productivity Manager, Australian Renewable Energy Agency; Yolande **Pepperall**, Associate Director – Aggregation Partnerships, Clean Energy Finance Corporation

X-Change over lunch: 12:30 to 13:30

Stay for lunch with colleagues or join us before the afternoon sessions

Part B – Transforming energy in industry

13:15 - 13:30 **Registration and coffee**

Session 3 Transformative technology: Impacts for industry

13:30 - 15:00 **Chair:** Christopher **Lee**, Chief Executive Officer, Climate-KIC Australia
Speakers: Jonathan **Jutsen**, Chair; Australian Alliance for Energy Productivity; Louise **Vickery**, formerly Senior Program Manager, International Energy Agency; Tim **Pratt**, Regional Sales Manager, Schneider Electric

Session 4 Transforming industry: Digitalisation for Industry 4.0

15:30 - 17:00 **Chair:** Mirjana **Prica**, Managing Director, Food Innovation Australia Limited (FIAL)
Speakers: Tennant **Reed**, Principal National Advisor – Public Policy, AiGroup; Andrew **Scott**, Head of Technology, Telstra Chief Technology Office; Michael **Bellstedt**, Managing Director, MINUS 40

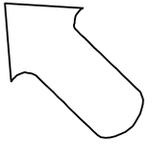
X-Change over drinks: 17:15 to 18:15

Continue the conversation informally

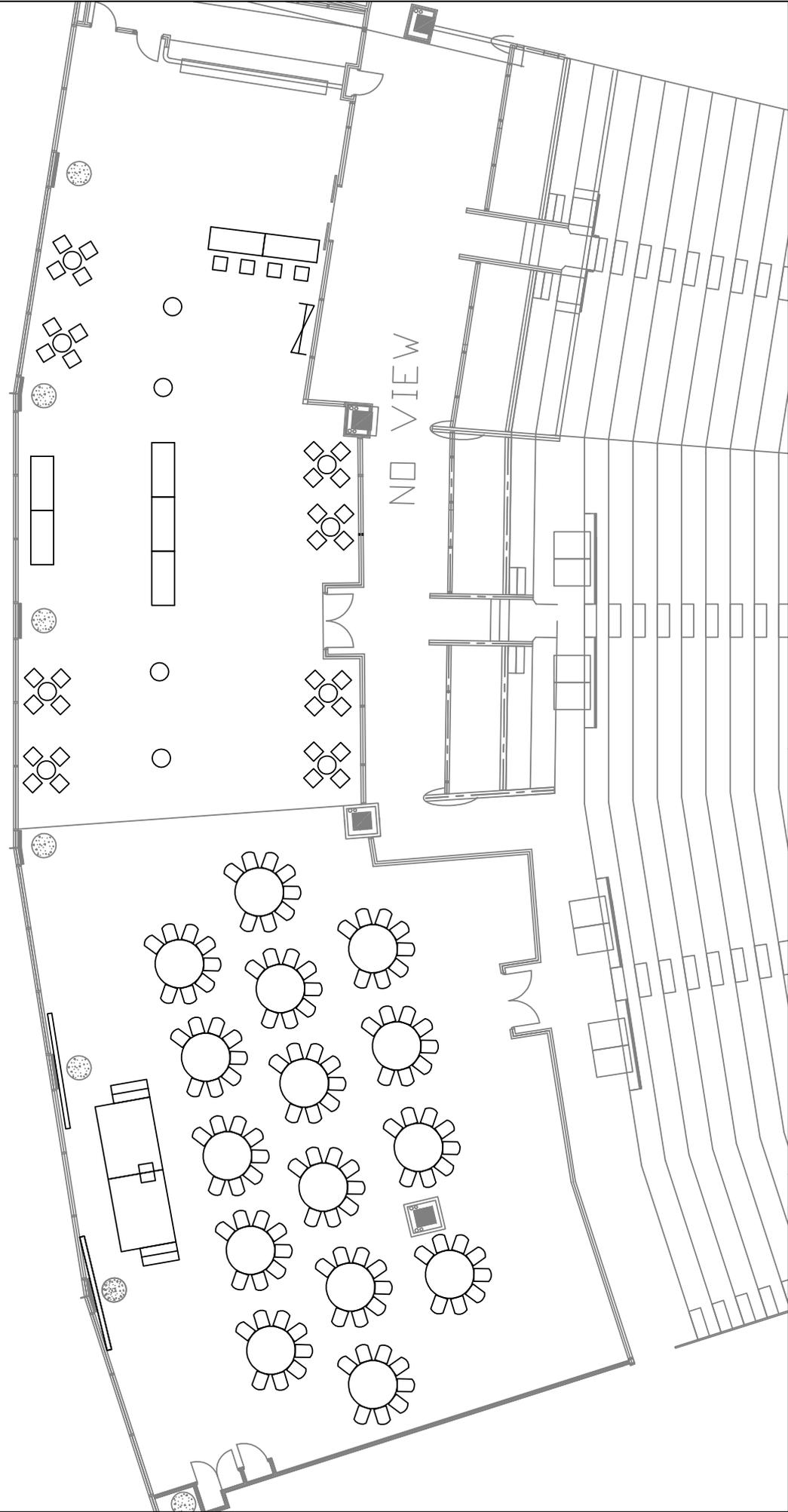
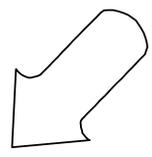
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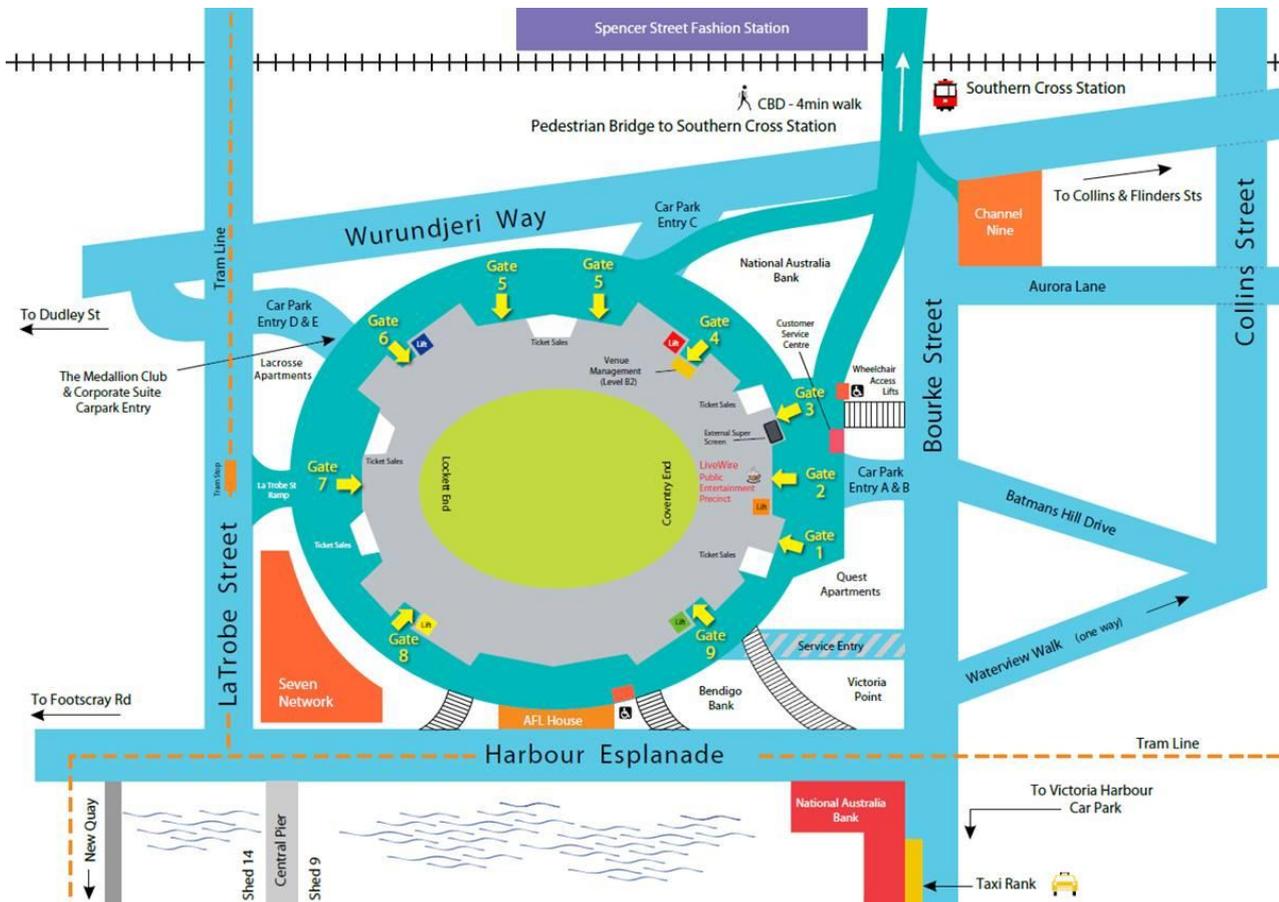
FOOTSCRAY / NORTH
MELBOURNE



<p>CREST ROOM LEVEL 2 GATE 6</p>	<p>ETIHAD STADIUM</p>	<p>CLIENT: Cabaret Style 120 pax</p>	<p>DATE: _____ DRAWN BY: _____ FILENAME: _____</p>
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Functions & Conferences

HOW TO GET TO THE CREST ROOM



By Private Vehicle

- Enter the Etihad Stadium car park via **Bourke Street - Car Park Entry A** (left ramp)
- When you enter proceed to the **blue section** and **Gate 6** for entry
- Take the lift to **Level 2** and follow the signs to the **Crest Room**

By Taxi

- Direct the taxi to stop on the **Latrobe Street** side of the venue
- Walk towards the venue (Gate 7) and turn to your left, proceeding to **Gate 6** for entry
- Take the lift to **Level 2** and follow the signs to the **Crest Room**

By Train

- Cross the Bourke Street Pedestrian Bridge from Southern Cross Station
- When you get to the stadium, turn to your right, proceeding past Gate 3,4 & 5 to **Gate 6** for entry
- Take the lift to **Level 2** and follow the signs to the **Crest Room**

By Tram

- The Bourke Street, Collins Street, Latrobe Street and City Circle trams can be utilised to get to Etihad Stadium. Please refer to the map once you alight the tram to ascertain the direction you need to travel to and around the venue to get to the proceeding to **Gate 6** for entry.