

## PALAMEDIA – SUSTAINABILITY EXCHANGE

Sponsored by 

### CONCEPT:

The Palamedia Sustainability Exchange is an important event that will showcase the progress of a variety of leading government and industry bodies in their promotion of sustainability.

### PURPOSE:

Palamedia Limited was proud to produce the Australian Innovation publication with the support of Australian Innovation Festival nationwide.

The launch of this publication will be followed by two days of strategic business information forums covering the following industry sectors, Life Sciences, Research & Commercialisation and Sustainability.

“Australia is a small country. If we are to make the most of our innovation capacity, we need to get individuals, institutions and sectors working together. We need to concentrate activities and build critical mass across the innovation system.”

**Senator Kim Carr**

**Minister for Innovation, Industry, Science and Research  
(Launch of Australian Innovation Magazine)**

“The Festival’s aim is to encourage business and networking opportunities for participants in the area’s or research, development and commercialisation, across all industry sectors. The festival has national importance because Australian’s are increasingly coming to realise that innovation is the lifeblood of today’s companies and the key to national economic success”

**Peter Westfield, Chair  
Australian Innovation Festival**

The Exchange on Climate Change-Sustainability will cover a range of relevant environmental issues and industry sectors, and feature presentations by leading figures from both government and industry.

### OPPORTUNITY:

Palamedia Exchange will provide you with a unique opportunity for networking, and a meeting of minds with peak industry bodies, government representatives, business leaders and senior management.

The format of the event ensures a short, concise exchange of information and ideas, with presentations followed by Q&A sessions and a unique platform for networking, on a focus area vital to the future of industry and environment for Australia.



## EVENT DETAILS

**DATE:**  
Friday, 16 May 2008

**TIME:**  
8:30 am Registration  
9:30 am Start

**COST:**  
Complimentary

**VENUE:**  
**Sir Stamford at Circular Quay**  
(The Prince Albert Room)  
93 Macquarie Street  
Sydney NSW 2000

**RSVP:**  
Thursday, 15 May 2008  
[events@palamedia.com.au](mailto:events@palamedia.com.au)

## SUSTAINABILITY EXCHANGE PROGRAM

REGISTRATION	
8:30 am – 9:30am	Registration and Morning Tea
FIRST SESSION	
9:30 am – 9:45 am	Opening Ceremonies <b>MC – Murray Hogarth – ECOS - Director</b> to introduce the first speaker
9:45 am – 10:00 am	<b>Adam Haddow – Director – SJB Architects</b> Topic: Importance of Architectural design for urban sustainability
10:00 am – 10:10 am	Q&A
10:10 am – 10:15 am	<b>MC – Murray Hogarth – ECOS - Director</b> to introduce the second speaker
10:15 am – 10:30 am	<b>Alison O'Flynn – Senior Consultant – Fujitsu Australia &amp; New Zealand Limited</b> Topic: Green IT: Delivering Business Sustainability
10:30 am – 10:40 am	Q&A
10:40 am – 10:45 am	<b>MC – Murray Hogarth – ECOS - Director</b> to introduce the third speaker
10:45 am – 11:00 am	<b>Warwick Ryan – Director – KPMG</b> Topic: Renewable energy policy: implications for "feed-in tariff" design and implementation
11:00 am – 11:15 am	Q&A
11:15 am – 11:45 am Morning Tea Break	

11:45 am – 11:50 am	<b>MC – Murray Hogarth – ECOS - Director</b> to introduce the fourth speaker
11:50 am – 12:05 pm	<b>Fiona Waterhouse – CEO – Financial &amp; Energy Exchange</b> Topic: Clean Coal: Myth or Reality
12:05 pm – 12:15 pm	Q&A
12:15 pm – 12:20 pm	<b>MC – Murray Hogarth – ECOS - Director</b> to introduce fifth speaker
12:20pm – 12:35 pm	<b>The Hon Bob Carr</b>
12:35pm – 12:45 pm	Q&A
12:45 pm – 12:50 pm	<b>MC – Murray Hogarth – ECOS - Director</b> to introduce fifth speaker
12:50 pm – 1:05 pm	<b>Peter Szental – Director – Szencorp</b> Topic: Sustainable & Renewable Energy: Australia’s Future
1:05pm – 1:15pm	Q&A
1:15pm – 1:25 pm	<b>David Collett – Managing Director – Palamedia Limited</b> Conclusion of Event
1:30 pm – 2:30 pm Networking Opportunity - Lunch	

## SUSTAINABILITY EXCHANGE – SPEAKER BIOGRAPHIES

### MC

#### **Murray Hogarth – Director – ECOS**

Murray Hogarth is head of strategy for Ecos Corporation, one of the world’s oldest specialist firms advising business on sustainability strategies. Murray has worked with leading companies in Australia and internationally on major social and environmental issues, including climate change, since he joined Ecos in 1999.

He is the author of *The 3rd Degree: Frontline in Australia’s Climate War*, published by Pluto Press in April 2007. His book explores Australia’s climate awakening, and how the nation will fight its greatest challenge from five main perspectives – politics, business, the media, the environment movement and consumerism.

Before joining Ecos, Murray had an award-winning career in print and television journalism. He reported for flagship ABC-TV current affairs programs *Four Corners* and *The 7.30 Report*, and with top newspaper mastheads such as *The National Times* and *The Australian*, culminating with a spell as Environment Editor at *The Sydney Morning Herald*.

Murray is a regular speaker, writer and media commentator on climate and sustainability issues. He is a director of Wattwatchers, a new consumer-focused energy efficiency technology company, and his pro bono roles include membership of the advisory panel for the Total Environment Centre’s Green Capital Program, serving as a longstanding Board

member of the Environmental Defenders' Office of NSW, and advising community action group the Australian Climate Cooler.

#### SPEAKER 1



#### **Adam Haddow – Director – SJB Architects**

**Adam Haddow** grew up in the small rural Western District Victorian township of Ararat. In 1999 he completed a Bachelor of Architecture with first class honours and was awarded the Penelope and Edward Bilson Scholarship for Design Excellence; both from the University of Melbourne. In 2000 he was short listed for the RAI National Student Biennale Award.

Adam is a director of SJB Architects Sydney. In all of his work Adam attempts to unite social, architectural, economic and corporate agendas in order to achieve built solutions that positively activate their urban and individual environments.

Alongside his contribution to architectural practice, Adam has designed sets for stage and television, showcased his work in local and international design exhibitions and written for numerous publications including *State of the Arts*, *Architectural Review* and *Arts and Medicine* magazines. Adam has taught at the University of Melbourne and the University of Technology, Sydney and in 2008 was elected to the Australian Institute of Architects NSW chapter council.

In 2006 Adam was awarded a 40<sup>th</sup> Anniversary Churchill Fellowship to study alternatives to conventional urban design models. The Fellowship enabled him to travel during the first half of 2007 to the United States, Columbia, Denmark, Germany, Holland, the United Kingdom, France, Austria and Japan. This recent sabbatical has seeded future collaborations within architectural practice and academia and reinforced Adam's interest in furthering discussion and debate about the future of Australian cities.

#### SPEAKER 2



#### **Alison O'Flynn – Senior Consultant – Fujitsu Australia & New Zealand Limited**

**Alison O'Flynn** established and leads the Sustainability Consulting practice for Fujitsu Australia and New Zealand Limited. Alison assists organisations to understand the risks and identify new business opportunities in response to climate change. She work's with clients to develop the "Green Business Case" and implement a range of strategic initiatives supported by a roadmap of benefits.

Alison has 20 years experience in a range of industries including: Transport, Telecommunications, Technology and Government. Alison's work experience spans strategic

planning through to implementation in Sustainability, Corporate Social Responsibility, Marketing Logistics, Telecommunication and IT.

### SPEAKER 3



#### **Warwick Ryan – Director - KPMG**

Warwick Ryan is Director of KPMG Canberra's Indirect Tax group and a member of KPMG's global tax practice. Warwick joined KPMG in June 2000. He is a lawyer, and has worked at a senior level in the Australian Taxation Office for 8 years, as well as being an adviser for 4 years in the Department of Premier and Cabinet, Victoria.

Warwick Ryan has 20 years experience in legal, policy and legislation work. He provides specialist government relations policy and indirect taxation advice to leading national industry associations and companies in the alcohol, duty free and tourism industries. He has achieved a number of significant government policy changes that benefit those industries.

Warwick has had over 11 years government relations experience in the private sector. During these years, Warwick has gained wide-ranging experience in consulting to major corporate clients and national industry associations. His work includes developing lobbying strategies to achieve new government policy outcomes, preparing submissions, appearing before Parliamentary and other Government inquiries, coordinating economic modelling to support submissions and undertaking representations on behalf of clients to ministerial and departmental decision-makers. He is also an experienced presenter, including several presentations at an international level at various Asia Tax Forums (an annual international taxation event) as well as domestically on various governmental policy issues.

Warwick has recently become involved in the climate change and renewable energy policy arena, developing strategic alliances with several important players in this rapidly expanding area. He is a member of the Climate Change Group at KPMG, which has established a Climate Change Resource Centre providing the latest industry knowledge, information on KPMG's carbon neutral project and details of the climate change related products, services and thought leadership KPMG are able to offer clients. Warwick has a particular interest in solar energy technology and has established a relationship with Suntech Power Holdings Co, the second largest producer of solar photovoltaic cells in the world, as well as the International Solar Energy Society and the Australia New Zealand Solar Energy Society. Warwick was a key note speaker at an exclusive function at Parliament House in April 2008 introducing Dr Zhengrong Shi, CEO, Founder and Chairman of Suntech. He also attended the International Solar Energy Conference in Adelaide this year and presented at the Australia India Business Council Seminar in January this year on the new Rudd government and climate change policies. Warwick has a passionate interest in solar power and effective renewable energy policy design.

#### SPEAKER 4



#### **Fiona Waterhouse – CEO – Financial & Energy Exchange**

**Fiona Waterhouse** specialises in assisting entrepreneurs to demonstrate and commercialise clean technologies and to build sustainable ventures. Fiona is currently the Group Executive Business Development at Financial and Energy Exchange (FEX) an emerging financial and capital markets group established to operate exchange traded derivatives and equities markets and over the counter (OTC) services for financial, energy and environmental instruments in the Asia region. FEX is gearing up to operate exchange services to support primary and secondary capital markets for Sustainability and Cleantech companies (the SIM market) and Carbon and Environmental commodities (the C&E market). The SIM market was announced on the 19th September 2007 in the presence of former US Vice President Al Gore.

For the past 15 years Fiona has provided business development advisory services to large and small organisations across a range of sectors while also undertaking her own entrepreneurial ventures. In 1996 she acquired a run-down Sydney based display manufacturing firm and transformed it into a state of the art facility with a reputation for quality, eco-efficiency and innovation. She also co-designed and commercialised a management information system for micro and small businesses, marketed globally via the Internet. Fiona was the Director Sustainability Strategies and Director Strategic Policy in the Queensland Environmental Protection Agency between 2000 and 2003. During this time she facilitated the development of the Business Sustainability Roadmap which was endorsed by the Environment Protection Heritage Council in 2002 as part of a next generation strategy for Australian and New Zealand governments to engage business in sustainable development. The Business Sustainability Roadmap was recognised in the 2004 State of the Environment Report as a sustainable development milestone for Queensland.

Fiona is passionate about helping entrepreneurs overcome the barriers to demonstrating and commercialising clean technologies and building sustainable ventures. She has an extensive network in the public and private sectors and a reputation for being frank, fearless and effective.

#### SPEAKER 5

#### **The Honourable Bob Carr**

**Bob Carr** is the longest continuously serving Premier in New South Wales history. Born in 1947 he was educated at Matraville High School and the University of New South Wales.

He was a journalist with ABC Radio and *The Bulletin*.

Elected as Member for Maroubra in 1983, he was Minister for Planning and Environment and Minister for Heritage in the Wran and Unsworth Governments.

He served as Leader of the Opposition from 1988 until his election as Premier in March 1995. He was re-elected in 1999 and again in March 2003 securing an historic third four-year term.

He retired from politics in 2005 after over 10 years as Premier.

During these 10 years the State Government set new records for spending on infrastructure, became the first government in the State's history to retire debt, hosted the world's best Olympics in 2000, achieved the nation's best school literacy levels, and *Forbes* magazine called Bob Carr a "dragon slayer" for his landmark tort law reforms.

As Premier he introduced the world's first carbon trading scheme and curbed the clearing of native vegetation as anti-greenhouse measures. Today he chairs the Advisory Council of the Climate Institute. He was a member of the International Task Force on Climate Change convened by Tony Blair.

He is also Chair of the Board of the Asbestos Diseases Research Foundation; a member of the Board of the Dymocks Group of Companies, a member of the advisory board of the Centre for Australian Studies at Georgetown University, Washington and a member of the India Council for Sustainable Development.

Bob Carr has received the Fulbright Distinguished Fellow Award Scholarship and the World Conservation Union International Parks Merit Award. He has served as Honorary Scholar of the Australian American Leadership Dialogue. He is the author of *Thoughtlines* (2002), *What Australia Means to Me* (2003), and *My Reading Life* (2008).

#### SPEAKER 6



#### **Peter Szental – Director – Szencorp**

**Peter Szental**, is a Director of Energy Conservation Systems Pty. Ltd. and has a technical background based on 20 years experience in electrical and electronic engineering and has over 20 years first hand experience in Asia including exports to 7 countries and including joint ventures in Thailand, Malaysia and Singapore. Peter is an international speaker and has contributed a number of articles to major technical journals in Australia and overseas over the last 20 years. Peter has also delivered Keynote Addresses at Conferences in Australia, Malaysia and Thailand and chaired various national Conferences Sessions.

Peter holds degrees in Science, Politics and Philosophy and a masters Degree in Business. He is a Fellow of the Institution of Engineers Australia (FIEAust) and a Fellow of the Australian Institute of Energy (FAIE), a Member of the Illuminating Society (MIES), President of the Australian Business Council for Sustainable Energy (BCSE), and Director of the Australasian Energy Performance Contracting Association Ltd (AEPICA), Treasurer of the Australian Sustainable Built Environment Council (ASBEC) and Treasurer of the Renewable and Sustainable RoundTable.

Peter is also a member of the AGO Industry Government Greenhouse Partnerships Committee, a member of the Government –Industry Greenhouse Dialogue, Convenor of the Federal Government Energy Management Industry Working Group, a member of Energy

Efficiency Technical Steering Committee and Lighting & Power Working Group of the Australian Building Codes Board, and a member of the Australian Electrical and Electronic Manufacturers Association (AEEMA) Lighting Industry Energy Efficiency Technical Steering Committee and a member of Standards Australia Committee EN/3 (Commercial Building Energy Code) and Chairman of the Lighting sub-committee EN/3/2.

Peter was also Chairman of the AEPKA Inter-government Energy Performance Contracting Negotiating Committee that was responsible for the creation of a national standard suite of contract documents and best practice guide that are today used nationally by Commonwealth and state government departments.

SPONSORED BY The KPMG logo consists of the letters 'KPMG' in a bold, italicized, sans-serif font. Above the letters are four vertical blue bars of equal height and width, spaced evenly across the width of the letters.