



Event overview

The inaugural Careers for Net Zero Fair was held at the Melbourne Convention and Exhibition Centre (MCEC) on Thursday 26 October 2023. The Fair was hosted by the Clean Energy Council (CEC) in conjunction with the Energy Efficiency Council (EEC), with support from Boundless Earth.



Sessions

Careers for Net Zero opening

What are Careers for Net Zero and why are they important?

Join industry leaders to find out more about the current and future state of the clean economy.

Speakers:

- Hon Jacinta Allan MP, Premier of Victoria, Victorian Government
- Mike Cannon-Brookes, Co-CEO of Atlassian and Chair of Boundless Earth
- The Hon. Lily D'Ambrosio, Minister for Climate Action, Minister for Energy and Resources, and Minister for State Electricity Commission, Australian Government
- Stan Krpan PSM FAICD, Chief Executive Officer, Solar Victoria
- Romilly Madew, Chief Executive Officer, Engineers Australia
- Luke Menzel, Chief Executive Officer, Energy Efficiency Council
- Martine Holberton, Senior Stakeholder Engagement Advisor, Tilt Renewables
- Dr Anita Talberg, Director – Workforce Development, Clean Energy Council
- Holly Taylor, Head of Strategy and Partnerships, Energy Efficiency Council

What jobs are critical?

Globally, we are engaged in a transition to zero emissions. The people that shape that transition will be leaders of the future – they will define how we live and how we make a living.



This session explored the quantum and variety of careers and skills that are needed to drive the transition to a clean economy in Australia and internationally.

Speakers:

- The Hon. Brendan O'Connor MP, Minister for Skills and Training, Australian Government
- Cr Nicholas Reece, deputy Lord Mayor, City of Melbourne
- Benita Husband, Engineering Director – Victoria and Tasmania, CPB Contractors
- Andrew Edwards, Acting Director, Jobs and Skills Australia
- David Pointing, Chief Executive Officer, Australian Power Institute
- Megan Lilly, Executive Director – Centre for Education & Training, Australian Industry Group (Ai Group)
- Rachel James, Senior Enterprise Account Director – Utilities, LinkedIn
- Holly Taylor, Head of Strategy and Partnerships, Energy Efficiency Council

Overcoming barriers to a skilled, safe and diverse workplace

To meet our emissions reduction challenge we need to substantially increase the clean economy workforce. That means supporting university, vocational education, and skilled migration pathways. It also means helping all workers to 'green' their skill bases.

This session will explore the hurdles we face in the supply of clean economy skills and the policy levers that could help remove those barriers.

Speakers:

- Adam Davids, Board Member, CareerTrackers
- Karen Dunwoodie, Director, Deakin CREATE
- Prof Liz Johnson, Senior Deputy Vice-Chancellor Academic, Deakin University
- Laura McPherson, Chief Executive Officer, TAFE Gippsland
- Nicola Palfrey, Head of Clinical Leadership, headspace National
- Dr Anita Talberg, Director – Workforce Development, Clean Energy Council

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The unexpected enablers

Net zero is only possible when supported by a wider workforce. Find out how tech companies, start-ups, banks and other unexpected players are enabling a clean economy and supporting a strong workforce.

- Natalie Firth, Chief People Officer, Future Super
- Mick Liubinskas, Co-Founder, Climate Salad
- Caroline Vu, Chief of Staff, Boundless Earth
- Vanya Kumar, Executive Director, Commercial and Investment Attraction, Energy Group, Victorian Department of Energy, Environment and Climate Action
- Sasha Courville, Chief Impact Officer, Bank Australia





Exhibitors

The following organisations had a presence in the exhibition space at the Fair, listed in alphabetical order:

- AEMO
- AGL
- Ai Group
- Akaysha Energy
- Allegro
- Allume
- API
- Ausnet
- Australian Government
Department of Employment
and Workplace Relations
- Beyond Zero Emissions
- Carbon Market Institute
- Careers for Net Zero
- Clean Energy Council
- Climate Salad
- Cool.org
- Deakin CREATE
- Deakin University, Australia
- Electric Vehicle Council
- Energy Efficiency Council
- EnergyLab
- Engineers Australia
- Federation University
- Flotation Energy
- Fridge Friend
- Future Super
- Gentari Australia
- Gippsland TAFE
- Insulation Installation
Assurance Authority
- Kite magnetics
- Melbourne Polytechnic
- Minerals Council of Australia
- Monash University
- ohmie GO
- Phillip Riley Pty Ltd
- Squadron Energy Services Pty
Ltd
- Startmate
- Terra.do Inc
- Victorian Government
- Volvo Group Australia
- WestWind Energy
- Year13

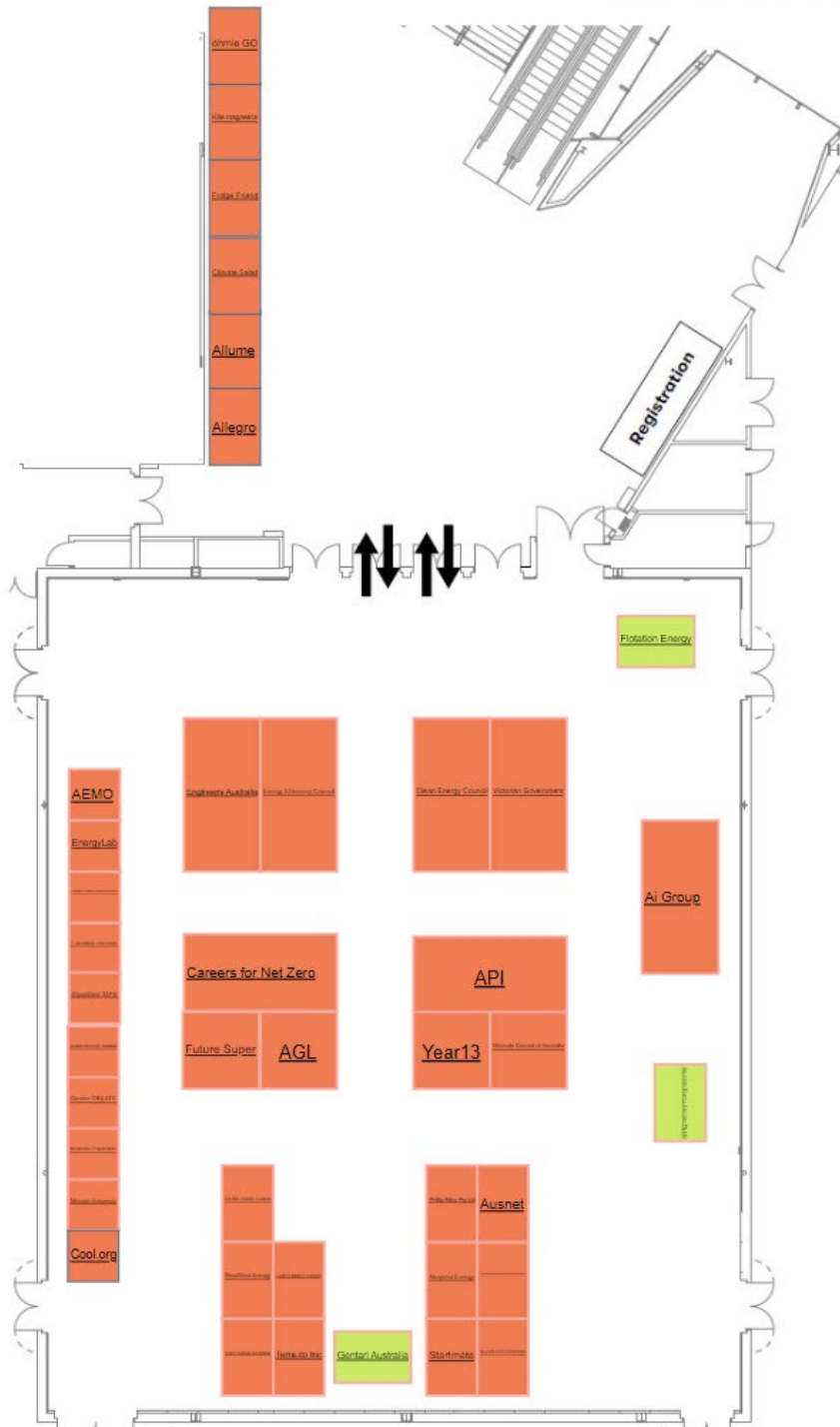
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Exhibition floor plan





Attendee breakdown

There were 1148 name badges collected on site by attendees.

Diversity

225 attendees identified as culturally or linguistically diverse, and 2 attendees identified as Aboriginal. These statistics were not collected by those registering on site, and 314 answers were not collected.

States

The following table shows the breakdown of attendees by state. There were 14 listed as 'Overseas', and 49 left blank.

State	Attendees
Australian Capital Territory	11
New South Wales	85
Northern Territory	1
Queensland	29
South Australia	9
Tasmania	2
Victoria	946
Western Australia	5
Other	11
(blank)	49
Total	1148

Stage of career

During the registration process, delegates were asked about their stage of career. The majority of attendees identified themselves as being mid-career.

This question was not asked of those registering on-site at the event.

Stage of career	Attendees
Early career	161
Mid-career	513
Studying - Secondary	10
Studying - TAFE	2
Studying - Tertiary	77
(blank)	385
Grand Total	1148

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Media

The Careers for Net Zero Fair received 152 pieces of media coverage, with 105,103,197 opportunities to be seen.

Post-campaign analysis

VMLY&R have supplied an analysis of the promotion done in the lead up to the fair in the attached document: Post campaign analysis – VMLY&R.

Photos



Image 1: Careers for Net Zero stand

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Image 2: Champions with CEC and EEC



Image 3: Luke Menzel, The Hon. Lily D'Ambrosio, Premier Jacinta Allan, Kane Thornton, Mike Cannon-Brookes

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Image 4: Mike Cannon-Brookes on stage



Image 5: The Hon. Lily D'Ambrosio press conference

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Image 6: The Hon Brendan O'Connor

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Image 7: Premier Jacinta Allan