



# **MEDIA RELEASE**

Monday, 17 July 2006

## **APPOINTMENT OF NEW EXECUTIVE DIRECTOR**

The Energy Retailers Association of Australia (ERAA), the peak industry body representing retailers of electricity and gas in the national energy markets, today announced the appointment of Mr Cameron O'Reilly as their new Executive Director.

In welcoming the appointment, Mr John Adams, the Chairman of ERAA said the appointment marked the culmination of a national search to find an Executive Director to represent the interests of ERAA members, who collectively provide power to 98% of end use customers in the National Electricity Market,

“At such a critical time in the evolution of Australia’s retail gas and electricity markets, with the announcement of the Amended Australian Energy Market Agreement, the establishment of the Energy Reform Implementation Group and the introduction of full retail contestability in Queensland in 2007, the Association is delighted to have secured someone like Cameron to ensure the interests of retailers are advocated during these important processes”, Mr Adams said.

Mr O'Reilly's most recent role was Chief Operating Officer for one of Australia's largest public affairs firms (CPR Communications), while prior to that he worked in corporate affairs roles for two large listed Australian industrials (Leighton Holdings and Spotless Group). Mr O'Reilly also has extensive government experience having worked as a policy adviser to a senior Federal Minister in the early to mid 1990's.

Mr O'Reilly undertook a major research project on the National Electricity Market (NEM) while completing a Master of Management and Public Policy at Monash University and in his current role has represented the interests of energy companies. He has also been a regular public affairs commentator on ABC Radio in Melbourne and Sydney.

In accepting the appointment Mr O'Reilly said “there is no more critical or indeed topical industry than energy and to be involved in public policy debates surrounding the highly competitive area of electricity and gas retailing is something I am looking forward to greatly”.

Mr O'Reilly commences as ERAA Executive Director from today.

For further information:

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