

## ERAA Media Release



12 February 2004

### **First Executive Director Appointed to Energy Retailers Association**

Mr Deane Russell has been appointed as the first Executive Director of the Energy Retailers Association of Australia (ERAA).

In announcing the appointment, the Chair of the ERAA, Mr Tony Wood, said the Association would be now be resourced to be well represented in State and Federal Government policy forums and have a strong advocate for the energy retail sector

"This is an important step since the ERAA was formed last year and the Board is on track with its strategy to increase the energy retailers' voice in government, industry and the community," Mr Wood said.

"Deane has a background in media, the public service and had been the Executive Director of an association in the finance sector.

"In politics Deane was a Press Secretary for a State Minister, senior campaign director for the Liberal Party Secretariat and more recently a senior advisor in the Howard Ministry working closely in the Treasury and Special Minister of State portfolios.

"Deane has a depth of experience in management, policy development and State and Federal Government processes.

"The Board looks forward to working with Deane to deliver its strategies and to serve the interests of its Members," Mr Wood said.

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*About the Energy Retailer's Association of Australia: The ERAA was formed in 2003 as a representative forum of Australia's energy retailers and traders. The Association now combines the members of the former National Retailers Forum, the ESAA's Retail Directorate and the AGA's Retail Committee. Its objectives include the development of energy policy, the pursuit of efficient energy markets, lower regulatory costs and it provides a focal point for Government and media on energy retailing and trading activities. Its membership consists of representatives from ActewAGL Retail, AGL Sales and Marketing, Aurora Energy, AusPower, Australian Inland Energy, Country Energy, Energex Retail, Energy Australia, Ergon Energy, Integral Energy, Origin Energy and TXU.*