



# program

## A Taxing Debate: Climate policy beyond Copenhagen

Friday, 14 August 2009  
11.10am to 2.15pm  
RACV Club, Melbourne



# agenda

- 11.10am      **Registration**
- 11.25am      **Guests Seated**
- 11.30am      **Introduction and Welcome Address**  
Beyond Copenhagen: The Emerging Critical Issues  
**David Byers**  
Chief Executive, CEDA
- 11.40am      **Launch of CEDA Report**  
A Taxing Debate: Climate policy beyond Copenhagen  
**Dr Michael Porter**  
Research Director, CEDA
- 11.45am      **Presentation**  
Rethinking Emissions Policy – The case for a  
consumption based approach  
**Geoff Carmody**  
Director, Geoff Carmody & Associates
- 12.05pm      **Presentation**  
The Case for Cap and Trade  
**Brad Page**  
Chief Executive Officer, Energy Supply Association of  
Australia
- 12.20pm      **Discussion/Q&A**
- 12.35pm      **Lunch**
- 1.05pm      **Introduction by Chair**  
**Dr Michael Porter**



- 1.10pm **Commentary**  
**Miles Prosser**  
Executive Director, Australian Aluminium Council
- 1.20pm **Commentary**  
**Professor Gary Sampson**  
John Gough Professor in the Practice of International Trade, Melbourne Business School
- 1.30pm **Commentary**  
**Dr Les Coleman**  
Senior Lecturer, Finance Department, University of Melbourne
- 1.40pm **Discussion/Q&A**
- 2.10pm **Vote of Thanks**
- 2.15pm **Close**



# speakers



## **Geoff Carmody**

Director, Geoff Carmody & Associates

Geoff Carmody is an economist and Director of Geoff Carmody & Associates. He was a co-founder of Access Economics in 1988 and was an employee of that firm until recently. Before that, he worked for 15 years in the Commonwealth Treasury. Geoff gratefully acknowledges constructive criticism and advice from many people, notably Russell Higgins, Ed Shann, Greg Taylor, John Daley and, at the outset, Andy Stoeckel (whose simple question about policy design at a lunch early in 2008 'got Geoff going' on this topic).



## **Brad Page**

Chief Executive Officer, Energy Supply Association of Australia

Brad Page is the Chief Executive Officer of the Energy Supply Association of Australia (esaa), the peak representative organisation of the electricity and downstream gas industry in Australia. Brad has held this position since February 2004.

Before joining esaa, Brad had a long career in the Australian Public Service, including as a senior executive. He was involved for more than a decade in government led microeconomic reform initiatives, including the implementation of Australia's National Electricity Market and enabling third party access to natural gas transmission pipelines. He also spent two years in the Australian Capital Territory government implementing choice of gas and electricity retailer for smaller customers.

During 2001 and 2002, Brad headed the Secretariat for the Council of Australian Governments energy market review which recommended significant changes to the governance, regulation and policy development arrangements for electricity and gas markets.

Brad was the Chair of the Commonwealth Scientific and Industrial Research Organisation's (CSIRO) Energy and Transport Sector Advisory Council between November 2004 and January 2009.

He holds a BA (Administration) and in 2009 studied the economics of climate change at Cambridge University as a British Council Chevening Fellow.



# commentators



## **Dr Les Coleman**

Senior Lecturer, Finance Department, University of Melbourne

Les Coleman is a Senior Lecturer in Finance at the University of Melbourne, a member of the Investment Policy Committee of IOOF Holdings Limited, and a Director of Australian Ethical Investments Limited. He has over 20 years experience in senior management positions with resources, manufacturing and finance companies in Australia and overseas. Les has worked as a Mining Engineer in Zambia, spent four years in Mobil Corporation's international planning group at its headquarters near Washington DC, and was Regional Treasurer for ExxonMobil Australia for six years to 2002. He has been a trustee of two superannuation funds, and a director of ten companies involved in finance, retail and distribution. He has written and spoken widely on finance and investment strategies, and for four years was a weekly columnist with *The Australian* newspaper.

Les trained originally as an engineer and more recently completed a PhD in Management at the University of Melbourne where his thesis was published as "Why Managers and Companies Take Risks" (Springer, 2006). His principal research objective is to build a body of theory on what leads to uncertainty and loss of value by corporations. The aim is to develop tools that enable managers and investors to leverage risk strategically (in much the same way as human physiology and physical sciences support modern medical and engineering techniques, respectively); and then broaden their application, such as to management of risks at the national level. Much of this is incorporated in his next book entitled "Risk Strategies: Dialling up optimum firm risk" (Gower, 2009). Les has numerous publications in international academic journals, is a regular contributor to the media and delivers executive education programs in Australia and overseas. He is a member of the editorial boards of two academic journals, is a joint recipient of a 2006 Australian Research Council linkage grant, and has won research and teaching awards.



## **Miles Prosser**

Executive Director, Australian Aluminium Council

Miles Prosser is the Executive Director of the Australian Aluminium Council, the peak association for the bauxite mining, alumina refining and aluminium smelting industry sectors. Miles has twenty years experience in industry policy issues. He has previously worked for the pulp and paper and forest industries on a range of issues relating to resource allocation, sustainability and climate change.



Miles has experience in the development and implementation of policy from the perspective of Government, resource suppliers, major processing companies and industry associations. The priorities of the Australian Aluminium Council include an effective response to climate change, the renewable energy target and the reputation of the aluminium industry and its products.



## **Professor Gary Sampson**

John Gough Professor in the Practice of International Trade, Melbourne Business School

In 1987 Professor Gary Sampson was appointed as Director at the General Agreement on Tariffs and Trade (GATT) in Geneva, and then in 1995, at the World Trade Organisation (WTO). In 2001 he was appointed Senior Counsellor in the Office of the Director General at the WTO.

He is the most highly placed Australian to have worked at both GATT and the WTO. During his time at the WTO he also taught in the Executive MBA and MBA programs of INSEAD. He now teaches on a regular basis in TRIUM, the combined Executive MBA of Stern School of Business in New York, London School of Economics, and HEC School of Management in Paris. He has taught in the MBA and EMBA programs at Melbourne Business School since 1999.

For the past three years he has been the John Gough Professor of the Practice of International Trade at Melbourne Business School, Melbourne University.

He has written extensively on all areas of international economics and published widely in both academic and more popular press. His most recent books include "Trade, Environment and the Millennium", "The WTO in Global Governance: Future Directions", "Regional Integration and the Multilateral Trading System " and "The WTO and Sustainable Development".



# chairs



## **David Byers**

Chief Executive, CEDA

David Byers is the Chief Executive of the Committee for Economic Development of Australia (CEDA), a position he took up in February 2007.

Before heading CEDA, David worked in a variety of roles in Australian companies BHP, Evans Deakin Industries and Woodside Petroleum before joining law firm Morris Fletcher and Cross. Most recently he worked at Mobil Oil Australia and then ExxonMobil in a number of senior roles in Singapore, Dallas (Texas) and Melbourne (Australia).

David's most recent role was as General Manager, Human Resources & Public Policy for ExxonMobil's operations in Australia, Papua New Guinea, New Zealand and Pacific Islands.

David holds degrees in Economics and Law and was admitted as a Barrister and Solicitor in 1991.



## **Dr Michael Porter**

Research Director, CEDA

Dr Porter is Founder and Executive Chairman, Tasman Asia Pacific Pty Ltd, the Tasman Institute and Tasman Economics. His most recent role is with the CRISIL Infrastructure Advisory Group (a Standard & Poor's company) which is working with the IFC and the Ministry of Finance in Indonesia to establish an Infrastructure Investment Financing Facility.

His previous experience includes senior roles with Macquarie Bank's infrastructure group in 1998–2002 on projects across Australia, New Zealand and a number of Asian countries, and on the Project Victoria reform process between 1991 and 1996.

Dr Porter was Professor and founding Director of the Centre of Policy Studies (CoPS), Monash University, between 1979 and 1990. Under Dr Porter, CoPS received a Commonwealth Research Centre of Excellence Award in 1982, one of 10 centres so designated across all disciplines in Australia and the only such grant in Economics. CoPS lead a major reform program covering taxation, environment, resources and the financial sector. CoPS in the 1980s, and its successor the Tasman Institute in the 1990s, played a lead role in preparation of reform strategies for Victoria under the banner of Project Victoria in 1991–92. These strategies covered electricity and gas,



ports, water, transport and general reform of state enterprises, environment policy and taxation.

He has also taught at leading universities including Yale (where he was Irving Fisher Professor from 1978–79) and Stanford in the US, and Monash and the ANU in Australia.





# attendees

James Allston  
Product Manager, Energy and  
Environmental Solutions  
Siemens Ltd

Dan Arber  
The Nous Group

Caroline Bayliss  
Director, Global Sustainability Institute  
RMIT University

Mark Beaufoy  
Partner  
DLA Phillips Fox

Ron Ben-David  
Chair  
Essential Services Commission

John Bevan  
Chief Executive Officer  
Alumina Limited

Michael Bielinski  
Executive Manager Strategy,  
Technology and Marketing  
Siemens Ltd

Roger Bounds  
Vice President, New Business  
Development, Gas & Power  
Shell Companies of Australia Limited

Amar Brackenridge  
Frontier Economics

Jane Brodie  
City of Greater Dandenong

Robert Burley  
External Affairs Advisor  
Shell Companies of Australia Limited

Owen Cameron  
CCRSPI Program Manager  
Land and Water Australia

Catherine Collier  
Economist  
Department of Treasury & Finance

Morris Dalton  
Senior Policy Analyst, Emissions  
Trading  
Department of Sustainability and  
Environment

Elisa de Wit  
Partner  
Deacons

Adrian Enright  
Economist  
Department of Treasury & Finance

Teresa Fels  
Senior Economist  
Department of Treasury & Finance

Jessica Ferrari  
Communications Adviser  
CEDA

Mike Forster  
Manager Business Planning  
Australia Post

John Freebairn  
Professor of Economics  
University of Melbourne

Heidi Gann  
Strategy Development Manager  
Origin Energy Limited

Michael Goodwin  
Consultant Specialist Services  
Hatch



Julie Gow  
Executive Manager, Financial Services  
Pacific Hydro

Robert Grant  
Chief Executive Officer  
Pacific Hydro

Jillian Hardie  
Electrical Engineers  
Arup

Sonia Harford  
Conference Producer  
CEDA

John Harris  
Corporate Relations Director  
CEDA

Duncan Harris  
Executive Director  
GPR Dehler Pty Ltd

Brian Hauser  
Manager, Marketing and Strategy  
Development  
Cement, Concrete and Aggregates  
Australia

David Heeps  
General Manager, External Affairs  
City West Water

Louise Hicks  
Partner  
DLA Phillips Fox

Lotte Hoekstra-Fokkink  
Climate Change Consultant  
AECOM

Janine Hoey  
Executive Manager, Group  
Operations and Commercial  
Pacific Hydro

Steve Howard  
Secretary  
The Global Foundation

Michael Hubbard  
Economist  
Department of Treasury & Finance

Mark Huntington  
Partner  
DLA Phillips Fox

Gregory Hywood  
Chief Executive  
Tourism Victoria

Rob Jerrom  
Environment Manager  
Melbourne Airport

David Johnston  
Program and Change Manager  
Shell Global Solutions (Malaysia)

Andre Kersting  
Planning and Regulatory Manager  
City West Water

Adam Leggett  
Sustainability Specialist  
Arup

Elen Liew  
Economist  
Department of Treasury & Finance

Donna Lorenz  
Associate Director Sustainability  
AECOM

Bradley Maas  
Commercial Analyst  
Santos Ltd

Armineh Mardirossian  
Group Sustainability Manager  
Woolworths Limited

Antara Mascarenhas  
Principal Market Analyst  
AEMO

Anna May  
Project Manager, Renewable  
Resources  
Western Water

Tom McAvaney  
Senior Associate  
Middletons



Bruce McBroom  
Executive Manager - Strategic  
Business  
KBR

Simon McCabe  
Senior Policy Officer  
Department of Sustainability and  
Environment

Bridget Moore  
Partner, Global Business Services  
IBM Australia

Karen Morath  
Senior Educator  
Chisholm Institute

Huon Morton  
Marchmont Hill Consulting

Chris Mouratidis  
Economist  
Department of Treasury & Finance

Daniel Mulino  
The Nous Group

Rob Murray-Leach  
Chief Executive Officer  
Australian Energy Performance  
Contracting Association

Bianca Nelson  
Public Relations Consultant  
Siemens Ltd

Colleen Newsome  
Executive General Manager People &  
Performance  
Melbourne Airport

Niven Neyland  
Chief Executive  
Carbon Centre Pty Ltd

Jane Niall  
Deputy Secretary Policy and  
Coordination  
Department of Innovation, Industry &  
Regional Development

Kumar Padiseti  
Partner  
SAHA International

Steven Perera  
Managing Director  
CRO Pty Ltd

Samantha Read  
Government and Public Policy  
Relations  
Holden Ltd

Samuel Redmond  
Senior Consultant  
Gerrard Bown

Andrew Richards  
Executive Manager, Corporate and  
Government Affairs  
Pacific Hydro

Temay Rigzin  
Energy Policy Adviser  
Energy Supply Association of  
Australia

Beth Riordan  
Senior Adviser, Government and  
International  
CSIRO

Liz Ritchie  
Membership Manager  
CEDA

Chris Roche  
Economist  
Department of Treasury & Finance

Melissa Schaff  
Sustainability Specialist  
Origin Energy Limited

Matt Sherwell  
Manager, Strategic Projects  
Origin Energy Limited

Emma Simpson  
Business Development  
Deacons



Susie Smith  
Manager Climate Change &  
Sustainability  
Santos Ltd

Cameron Smith  
Manager, IT Strategy and Planning  
TRUenergy

Eliza Spring  
Marketing and Communications  
Manager  
CEDA

Ken Stickland  
Principal  
Arup

Ray Tettman  
Principal, Cleantech Group  
Watermark Patent & Trade Mark  
Attorneys

Stuart Thomas  
Senior Lecturer, Business Portfolio  
RMIT University

Joseph Thorne  
Senior Managing Consultant  
IBM Australia

Louis Tirpcou  
Acting Manager - Market  
Development and Regulatory  
AEMO

Daniel Tofler  
Manager, Whole of Government Tax  
Compliance  
Department of Treasury & Finance

Frank Topham  
Manager, Government Affairs & Media  
Caltex Australia Limited

Greg Turnidge  
Chief Executive Officer  
Close the Loop Ltd

Walter Uhlenbruch  
Director and Honorary Chairman  
Hella Asia Pacific Pty Limited

Ryan Wavish  
Senior Consultant  
DZE Pty Ltd

Travis Wild  
Business Risk Manager  
Holden Ltd

Neil Wong  
Senior Manager, Environment  
National Transport Commission

Andrew Wood  
Corporate Counsel / Manager  
Corporate Strategy and Development  
Alumina Limited

Shu Yap  
Editorial Consultant  
Siemens Ltd



# corporate tables

CEDA would like to thank the following companies for hosting a corporate table at today's event.

## Allens Arthur Robinson

Chris Kunaratnam  
National Australia Bank Limited

Sean Lucy  
Head of Carbon Solutions Group -  
nabCapital  
National Australia Bank Limited

Phillip Mak  
Director, Head of Energy & Utilities  
Group, Project Finance, Australia  
NabCapital

Corey Ramm  
Manager, Project Finance Australia  
National Australia Bank Limited

Mark Siebert  
Managing Director, Head of Project  
Finance  
nabCapital

Stephen Spargo  
Partner  
Allens Arthur Robinson

## ExxonMobil

Gemma Allman  
Senior Public Affairs Adviser  
ExxonMobil Australia Pty Ltd

Rebecca Arnold  
Public Affairs Adviser  
ExxonMobil Australia Pty Ltd

Alan Bailey  
Manager, Issues & Government  
Relations  
ExxonMobil Australia Pty Ltd

Perry Buckland  
Regulatory and Environmental Adviser  
ExxonMobil Australia Pty Ltd

John Crawford  
Planning Advisor  
ExxonMobil Australia Pty Ltd

John Godfrey  
Controls Adviser  
ExxonMobil Australia Pty Ltd

Glenn Henson  
Refining Director  
ExxonMobil Australia Pty Ltd

Trisha Perkins  
Public Affairs Manager  
ExxonMobil Australia Pty Ltd

Anne Rix  
Communications Adviser  
ExxonMobil Australia Pty Ltd

Bill Rowland  
Financial Controller  
ExxonMobil Australia Pty Ltd



Leigh Bernoth  
Manager, Sustainable Business  
Sustainability Victoria

Margaret Donnan  
Chief Executive  
Plastics and Chemicals Industries  
Association

Ros Hore  
Deputy Director for the Future  
Manufacturing Flagship  
CSIRO

Stefan Preuss  
Manager Sustainable Design  
Spowers Architects

Tennant Reed  
Principal Adviser - Environment and  
Energy Policy  
Australian Industry Group

Debbie Spring  
National Manager, Corporate Social  
Responsibility  
Australia Post

George Svinos  
Partner  
KPMG

Gary Veale  
Associate Director  
KPMG



Carlo Botto  
Director Portfolio Management  
TRUenergy

Anthony Elliot  
Corporate Strategy and Development  
Manager  
TRUenergy

Caroline Evans  
Corporate Counsel  
TRUenergy

Geoff Gay  
Senior Manager, Corporate Strategy and  
Development  
TRUenergy

Graeme Hamilton  
Regulatory Manager  
TRUenergy

Con Hristodoulidis  
Regulatory Manager  
TRUenergy

David McAloon  
Head of Regulation & Government  
Relations  
TRUenergy

Kate Shea  
Director, Corporate and Government  
Affairs  
TRUenergy

Nick Stone  
Financial Controller  
TRUenergy

Steve Wright  
Regulatory Manager  
TRUenergy



# notes



# calendar of forums and events

## **Opportunistic acquisitions – Issues to be mindful of**

[Trustee Event] Tuesday, 18 August 2009

CEDA Boardroom

Speaker: Gary Thomas, Partner, Corporate & Commercial, Deacons

## **The Australia-New Zealand Relationship: CER and SEM as a means of building productivity**

Wednesday, 19 August 2009

Park Hyatt Melbourne

Speaker: Hon John Key, Prime Minister of New Zealand

## **Ready to Lead? The United States under President Obama**

[Trustee Event] Tuesday, 25 August 2009

Speaker: Dr Robin Neblitt, Director of Chatham House

Hosted by Baker and McKenzie

## **Trade2020: Australia's Future in the Global Economy** in conjunction with Austrade

Wednesday, 26 August 2009

Crown Melbourne

Speakers: Mark Birrell, Chairman, Infrastructure Partnerships Australia  
Professor Denise Bradley, Chair of the Bradley Review of Higher Education and former Vice-Chancellor and President of the University of South Australia  
Simon Crean MP, Minister for Trade  
Dr Terry Cutler, Principal of Cutler & Company and CSIRO board member  
Tim Harcourt, Chief Economist, Austrade  
Narelle Kennedy, Chief Executive, Australian Business Foundation  
Chris Richardson, Director, Access Economics  
Phil Ruthven, Founder and Non-executive Chairman, IBISWorld  
Professor Gary Sampson, John Gough Chair in the Practice of International Trade, Melbourne Business School  
Dr Robert J Shapiro, Co-Founder and Chairman, Sonecon USA and the Globalisation Initiative (via videolink)

*Supported by EFIC and Association of Australian Convention Bureaux Inc (AACB)*





### **Social Infrastructure: Project delivery and public demand**

Friday, 28 August 2009

Hilton on the Park, Melbourne

Speakers: Rob Chittenden, Project Director, SEQ Schools Project, Qld  
Department of Education, Training and the Arts  
Tony Lubofsky, Project Director, Royal Children's Hospital  
Redevelopment, Melbourne

*Additional speaker to be confirmed*

*Supported by Middletons*

### **Creating a Sustainable Water Future in the Face of Climate Change**

[Trustee Event] Wednesday, 2 September 2009

Speaker: Rob Skinner, Managing Director, Melbourne Water Corporation

Hosted by Parsons Brinckerhoff

### **Uranium Mining and Nuclear Power: Do they make good economic sense?**

Tuesday 8 September 2009

Park Hyatt, Melbourne

Keynote address: Dr Ziggy Switkowski, Chairman, ANSTO

Speakers: Michael Angwin, Executive Director, Australian Uranium  
Association  
George Dracoulis, Head, Department of Nuclear Physics,  
Australian National University

### **The role of the regional city in Australia's economic development**

Wednesday 9 September 2009

All Seasons, Bendigo

Keynote address: Hon Jacinta Allen MP, Victorian Minister for Regional  
Development

Speaker: Phil Ruthven, Founder and Non-Executive Chairman, IBISWorld

Panellists: Trevor Budge, Senior Lecturer, School of Social Sciences,  
LaTrobe University, Bendigo

Dugald Graham, Chief Executive Director, Rural Finance

Gavin Hanlon, Managing Director, Coliban Water

Ken Marchingo, Chief Executive Officer, Loddon Mallee  
Housing Services

John Mulder, Chief Executive, Bendigo Health

John Theodoulou, State Manager, Parsons Brinckerhoff

Facilitator: Professor John Martin, Director, Centre for Sustainable  
Regional Communities, LaTrobe University

**Rick Allert AO**, Chairman, Tourism Australia

[Trustee Event] Friday, 11 September 2009

Hosted by Port of Melbourne Corporation

### **Rolling out COAG's Reform Agenda – Upcoming milestones**

[Member only event] Monday 21 September 2009

CEDA Boardroom, Melbourne

Speaker: Paul McClintock Chairman, COAG Reform Council