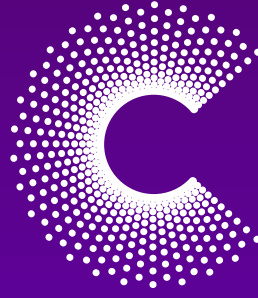


# ENERGY TXEN

EXHIBITION · TRAINING · NETWORKING

IN PARTNERSHIP WITH



**CLEAN  
ENERGY  
COUNCIL**

CONNECTING MARKET-LEADING  
TECHNOLOGIES WITH THE  
CLEAN ENERGY SECTOR

2023  
POST SHOW REPORT

Powered by:



Co-located with:

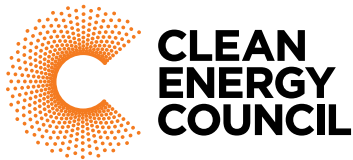


18-19 JULY 2023  
ICC SYDNEY  
[ENERGYNEXT.COM.AU](http://ENERGYNEXT.COM.AU)

# Acknowledgments

On behalf of RX Global Australia, we would like to thank the Gadigal people of the Eora Nation, past present and future on whose land Energy Next 2023 was held, our sponsors, media partners, and supporters.

In Partnership with



Powered by



Supported by



Sponsors



Media Partners







Energy Next 2022 - Post Show Report

## FACE-TO-FACE CONTACT WITH 2,300\* MOTIVATED BUYERS

Energy Next is where your best business growth opportunities are for NSW. Energy Next is a unique opportunity to:

- Network and do business with your target market
- Generate new sales leads
- Promote your company, products or services
- Launch new innovative solutions

\*Based on 2,297 visitors at Energy Next 2023. CAB Audited Media Association of Australia.



## ENERGY NEXT AT A GLANCE

- ▲ 2,297 visitor attendees  
51.81% increase from 2022.
- ▲ 6pp+ visitor NPS Satisfaction  
increase from 2022.
- ▲ 71% of 2023 visitors  
found the show to be important for their business.
- ▲ 9% increase  
in the size of the show floor from 2022.

## COMPANIES WHO VISITED IN 2023

AECOM  
 AGL Energy  
 Allegro Energy  
 Allianz Australia Insurance Ltd  
 Alinta Energy  
 Altura Wind  
 AMTIL  
 ANU  
 ANZ  
 ARENA  
 Array Technologies Inc  
 AUSCONNEX  
 Ausgrid  
 AUSTRADE  
 Australia Post  
 Australian Defence Technology Pty Ltd  
 Australian Electric Vehicle Association  
 Australian National University

Australian Renewable Energy Agency  
 Bank Of China Australia  
 Black & Veatch Australia Pty Ltd  
 Bureau of Meteorology  
 Bureau Veritas  
 Business NSW  
 Chelion Renewables  
 Climate Council Of Australia  
 CSIRO  
 CSR Building Products  
 Department of Employment and  
 Workplace Relations  
 Department Of Environment, Land,  
 Water And Planning  
 DNV  
 Downer  
 Energy Australia  
 ENERGY QUEENSLAND

EnergyLab  
 ERICSSON  
 ERNST & YOUNG  
 Germany Trade & Invest  
 Glencore  
 Hitachi Energy Australia  
 Hong Kong Trade Development  
 Council  
 IBM  
 Investment NSW  
 Jemena  
 John Holland Group  
 KPMG  
 Lumea  
 Macquarie University  
 Mitsubishi Motors Australia Ltd  
 Mitsui & Co., Australia  
 NAB



NABERS  
 National Carbon Bank of Australia  
 National Electrical and  
 Communications Association  
 Nepean Power  
 News Corp Australia  
 Northern Beaches Council  
 NSW Government  
 NSW Transport  
 NSW Treasury  
 Office Of Projects Victoria  
 ORIGIN ENERGY  
 POWERSHOP  
 PWC  
 Reclaim Energy  
 Renewable Energy Engineering Dept.  
 Engineering Faculty, Isra University  
 Roche Products Pty Ltd

Salesforce  
 Sharp Corporation Of Australia  
 Shell Energy  
 Shellharbour City Council  
 Shenzhen Economic and Trade Office  
 in Australia  
 Siemens Gamesa Renewable Energy  
 Solar Victoria  
 Sonnen Australia Pty Ltd  
 Sumitomo Mitsui Banking Corporation  
 Sun Cable Pty Ltd, Australia  
 Swinburne University  
 Sydney Airport  
 Sydney EV Chargers  
 Sydney Investors, Professionals and  
 Networking Group Inc  
 Sydney Trains  
 Sydney University

Sydney Water  
 TAFE NSW  
 University of Queensland  
 University of Technology Sydney  
 University Of Wollongong  
 UNSW SYDNEY  
 Valmont Irrigation Australia  
 VIETNAM NATIONAL PETROLEUM  
 GROUP  
 Western Sydney Local Health District  
 Westpac  
 Westpac Banking Corporation  
 Westpac Group  
 Wollongong city council  
 Woollahra Council  
 Woolworths Limited  
 World Bank

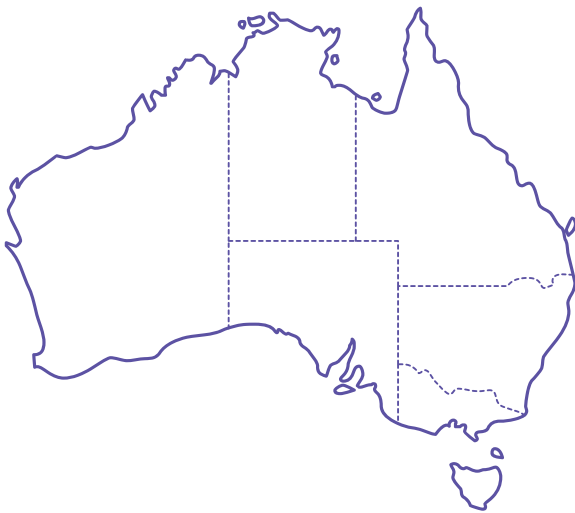




## KEY VISITOR STATS

2,297\* TOTAL UNIQUE VISITORS

51% increase from 2022 event



\*CAB Audited Figure

STATE BREAKDOWN	ENERGY NEXT 2022	ENERGY NEXT 2023
NSW	60.06%	70.62%
VIC	16.88%	13.80%
QLD	7.88%	7.20%
SA	3.54%	1.62%
WA	1.98%	1.13%
TAS	1.58%	0.31%
ACT	1.58%	0.87%
NZ	0.88%	0.26%
INTERNATIONAL	7.20%	4.19%

76%

of visitors said they would attend Energy Next 2024

26%

of sales made were between \$10,001 - \$20,000

7%

of sales made were between \$1 million - \$2 million

70%

of visitors were based in NSW, connecting exhibitors with local engaged buyers

60%

of visitors were authorised for a post-show purchase

16%

of sales made were between \$100,000 - \$499,000

20%

of visitors are interested in Hydrogen & Large Scale Solar

34%

of visitors are interested in Energy Storage / Battery Storage

20%

of visitors are interested in Electric Vehicles

# TESTIMONIALS

## Visitor Testimonials

The buzz was seemingly electric at Energy Next 2023 Expo last week, where international affordability met local innovation, unveiling groundbreaking insights on Australia's energy transition. The event reinforced, accelerating our renewable energy transition demands through collaborative efforts, clear governmental policies, and potent communication strategies.

Lead by amazing innovative companies including 5B, Green Gravity, Redflow, Schneider Electric and RayGen I've got the sense that the future of the renewable energy transition in Australia looks pretty bright.

David Nicolas

It was a great experience to attend Energy Next and connect with people in the renewable energy industry. I learned a lot and had good insights about the energy market in Australia from the discussion panels and masterclass. It is also a good chance for me to keep up with current technology, including wind, solar, hydrogen, EV, etc. and see how industry and government together solve the energy problem to achieve a sustainable future.

Minh Tien Tran

It was so lovely to meet some new professionals and future partners at Energy Next yesterday, most importantly to catch up with old friends to share our journey in renewable energy!

Janice Tang

## Exhibitor Testimonials

Energy Next has been a great experience to meet clean energy professionals from across both New South Wales and Australia. It's offered great value to us as a business while giving an amazing opportunity to everyone attending to further their clean energy knowledge and prepare for a renewable future.



Customer quality has been great. Distributors have been really happy and their customer feedback has been great. Our expectations have been exceeded!



We have had conversations and met with a wide variety of users - consumers, design firms, distributors and more. From our perspective, we have been pleasantly surprised and have lots of contacts and a met with a wide variety of people. The people that we have met can't necessarily afford to pay the big ticket numbers but are really keen to hear from industry experts. We are very happy.



It's been a great experience and so happy that we could meet new clients and people from across the industry. Overall, an absolutely positive experience - it feels good to be surrounded by such an amazing crowd again.



## VISITOR PROFILE

## TOP 10 TRADE VISITORS BY JOB TITLE AND BUSINESS TYPE

JOB TITLE	ENERGY NEXT 2022	ENERGY NEXT 2023
OWNER / CEO / DIRECTOR / MD / PRESIDENT	12.49%	9.62%
SALES / BUSINESS DEVELOPMENT / COMMERCIAL MANAGER	6.15%	6.05%
CONSULTANT	4.89%	6.01%
ENGINEER	4.30%	8.27%
SENIOR MANAGER	4.56%	4.96%
ACCOUNT MANAGER	3.50%	8.97%
EDUCATION & TRAINING	3.17%	1.65%
OPERATIONS	2.64%	1.44%
TECHNICIAN	2.05%	2.13%

BUSINESS TYPE	ENERGY NEXT 2022	ENERGY NEXT 2023
ENGINEERING	7.53%	6.62%
CONSULTANCY	7.01%	6.75%
MANUFACTURING	6.54%	7.66%
SUPPLIER / SERVICE COMPANY	6.48%	4.22%
INSTALLER	4.69%	3.40%
CONTRACTOR / DEVELOPER	4.56%	2.39%
LOCAL GOVERNMENT	3.50%	2.70%
IT & SOFTWARE	3.17%	3.27%
PROJECT DEVELOPER	2.64%	1.57%
BUILDING / CONSTRUCTION	2.05%	3.96%



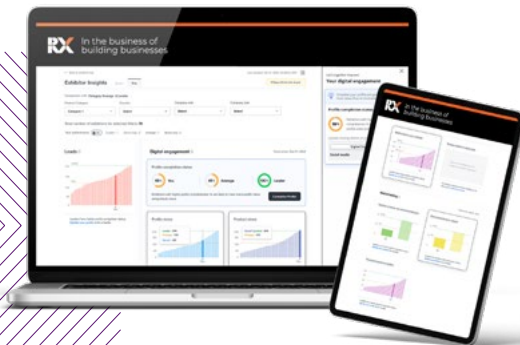
# KEY EXHIBITOR STATS

## FROM DIGITAL PRODUCTS



**150**  
visitor leads

The average number of additional visitor leads for exhibitors who participated in the Digital Incentive Offer.

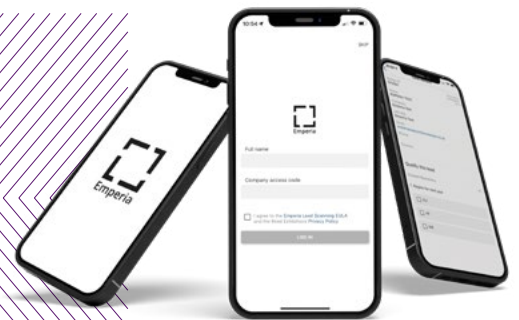


**1969**  
recommendations

The average number of times Energy Next exhibitors were recommended to visitors via the website, registration email and key visitor emails.

**55**  
visitor leads

The average number of visitor leads collected by exhibitors using Emperia.



**84%**

customer service satisfaction at Energy Next 2023

**77%**

of exhibitors were extremely satisfied with the organisation of the event

**0%**

of exhibitors were dissatisfied with the organisation of the event

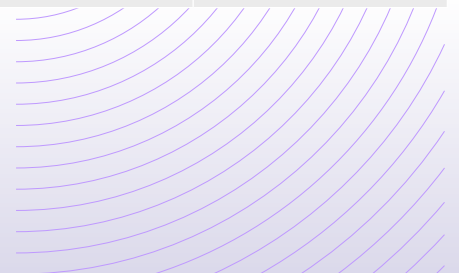


# OPPORTUNITIES

## WHAT OUR VISITORS & DATA SAY

During our visitor survey, we asked visitors to select the 5 most important product interests they want to see at the next Energy Next.

ENERGY SECTOR	Visitor responses
ENERGY STORAGE / BATTERY STORAGE	784
SOLAR PV	611
ELECTRIC VEHICLES	536
ENERGY EFFICIENCY	363
LARGE SCALE SOLAR	313
ENERGY MONITOR & CONTROL EQUIPMENT / SOFTWARE	208
HYDROGEN & FUEL CELLS	203
SMART GRID	116
WIND	198
GRID INTEGRATION	183
VIRTUAL POWER PLANT	148
MICRO GRID TECHNOLOGIES	142
COMMUNITY ENERGY	138
OFF GRID APPLICATIONS	124
IoT AND INDUSTRY 4.0	108
SMART METERING	103



# KEY MARKETING STATS

A SNAPSHOT OF THE CAMPAIGN



WEBSITE

82,090

PAGE VIEWS

20,244

UNIQUE WEBSITE USERS



EMAIL

317,012

PAGE VIEWS

8,717

INDUSTRY SUBSCRIBERS



DIGITAL & SOCIAL MEDIA

5,357,886

PAID DIGITAL IMPRESSIONS

44%

YoY INCREASE FOR FACEBOOK AUDIENCE

74.79%

YoY INCREASE FOR LINKEDIN AUDIENCE

38.14%

YoY INCREASE FOR TWITTER AUDIENCE



PUBLIC RELATIONS

134

PIECES OF COVERAGE



INDUSTRY WEBSITES & MAGAZINES

PRINT & ONLINE ADVERTISING ACROSS THE LEADING INDUSTRY WEBSITES AND MAGAZINES



**AUS  
IREC 24**

AUSTRALIAN  
INTERNATIONAL  
RENEWABLE ENERGY  
CONFERENCE

**ENERGY  
NEXT**

EXHIBITION · TRAINING · NETWORKING

APRIL  
8 — 12

2024

Karna Country,  
Adelaide Convention Centre,  
Adelaide.

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