

Synergy appoints new Chief Executive Officer

The Board of Synergy has appointed Mr Trevor James as the new Chief Executive Officer of Synergy, Western Australia's largest energy retailer.

Synergy Chairman, Michael Smith said Mr James had over 36 years' experience in the energy industry, having worked for the State Electricity Commission, the State Energy Commission of Western Australia (SECWA) and Western Power where he headed up Retail, before he transferred to Synergy at disaggregation in April 2006.

"Trevor brings a wealth of experience across so many areas of the industry including generation, retailing, wholesale trading, finance, information technology and human resources," Mr Smith said.

"He is an outstanding leader and extremely customer focussed and is well placed in his experience to lead Synergy at a time of significant challenges and change both at a global level, as well as within the organisation.

"I am confident Trevor will show the leadership Synergy needs, the empathy our customers deserve and the vision the business requires to position Synergy for a strong and stable future."

Mr James said he looked forward to leading Synergy during a period of transition.

"I am delighted to be leading an outstanding team of people in an organisation which has experienced unprecedented change over recent years, and continues to face substantial challenges in coming years," Mr James said.

"I look forward to working with our customers, our stakeholders and the industry to ensure we meet their expectations in the carbon constrained environment in which we live."

In the coming weeks during the transitional period into his new role as Synergy's Chief Executive Officer, Trevor James will take the time to communicate his vision of Synergy's future with all of its stakeholders.

Ends

Media Enquiries:
Andrew Gaspar
6212 1355

Angelika Fawcett
6212 1832 / 0413 557 887