

Adrian Merrick, Group Executive Manager – Retail

Speech at Port Adelaide Football Club season launch

Friday, 7 March, 2014

Just five weeks ago we launched a new partnership between EnergyAustralia and Port Adelaide Football Club.

In that short time, we have seen the two dynamic and passionate organisations work together to cement this relationship and put us on the path to a successful future.

When we launched this partnership, we spoke of our shared values and cultures, our solid community ties and a common desire to be the best.

And we both compete by fielding unified teams that are strong, determined, diverse and inclusive.

In just five weeks, we've already witnessed and experienced these values and cultures in action.

Port Adelaide's creative thinking and support was evident during the preparation of our extraordinary launch.

At EnergyAustralia, we've been overwhelmed by the messages we've received from the fans and community since this partnership was launched. It was a day when it felt strangely safe to search for hashtag energy on Twitter.

This warm welcome was on display during the Port Adelaide Family Day event earlier this month.

The popularity of the club and the passion from the fans was certainly evident, with more than 1000 people coming through the photo booth we were running.

We are now looking forward to extending our support even further by getting behind the club's Power to End Hunger campaign in partnership with Foodbank South Australia.

Today it was announced that as part of the campaign, a new house will be built and auctioned to raise money for this worthwhile cause.

As part of our contribution, EnergyAustralia will be providing and installing solar panels for the home along with some other things which we'll talk about nearer to completion.

As a gas and electricity provider to more than 2.7 million customers, with 160,000 in South Australia, *we will soon* have some further announcements to benefit the Port Adelaide members, fans and business community.

I'd like to thank the players, other sponsors, business community and supporters for the way they have welcomed us into the Port Adelaide and Magpies community.

We are only at the start of this partnership, but if the first few weeks are any indication of what's to come, I speak on behalf of a whole organisation when I say that I'm excited about the future.

Good luck for the season ahead and I look forward to supporting you achieve your goals in 2014 and beyond.