

management team



Peter Davis

Chief Executive Officer

Peter Davis became CEO in March 2004, with responsibility for the day-to-day management of the company, acting in accordance with directions given by the Board. Further details on page 87.



Paul Bloomfield

General Manager Retail

Paul Bloomfield was appointed General Manager Retail in March 2004. He has 29 years of electricity supply industry experience, with a focus on energy retailing for the past 17 years. Paul has broad commercial experience with roles ranging from management accounting, treasury, project management, marketing, regulatory strategy and retail/customer strategy. He is also a board member and deputy chair of the Electricity Retailers Association of Australia. Paul has a Bachelor of Commerce degree, is a Certified Practising Marketer and an Associate Fellow of the Australian Marketing Institute.



Ted Bradshaw

General Manager People & Culture

Ted Bradshaw was appointed to the position of General Manager People & Culture in January 2008. He is a highly experienced Human Resources executive, with an extensive career spanning mining, construction, financial services and logistics. He has led HR teams in a number of businesses with up to 4500 employees in Australia and Asia. Ted's experience has focused on developing and executing HR strategy with particular emphasis on culture and change. His educational qualifications include Bachelor of Engineering (Hons) Mining and a Graduate Diploma of Management. He is a Fellow of the Australian Institute of Company Directors, the Australian Institute of Management and the Australian Institute of Mining and Metallurgy. He is also an Associate Fellow of the Australian Human Resources Institute.



Michael Brewster

Chief Operations Officer - Energy

Michael Brewster was appointed to the new position of Chief Operations Officer – Energy on 1 July 2009 and joined the Aurora Executive Team at the same time. In addition to this appointment, he is Chief Executive Officer of Aurora Energy (Tamar Valley) Pty Ltd. Michael has over 25 years experience in power and industrial engineering and is both a Chartered Professional Engineer and a Registered Professional Engineer. Michael was General Manager Consulting at Hydro Tasmania between 2004 and 2008 and prior to that was the CEO of engineering design organisation SEMF Holdings Pty Ltd. He holds a Masters of Technology in Project Management, a Bachelor of Technology in Electronics and Computing and a Graduate Certificate of Management. In 2008 he completed the University of Virginia's Darden School of Business Executive Leadership Program. He is a Fellow of the Institution of Engineers, Australia, a member of the College of Electrical Engineers and the 2009 Tasmania division President of Engineers Australia.



John Devereaux

General Manager Network

John Devereaux was appointed General Manager Network in October 2002. Previously he was Chief Financial Officer for Aurora, a position he held since the formation of the company in July 1998. He managed the disaggregation of the former Hydro-Electric Corporation (now Hydro Tasmania) as project director and held the position of Management Accountant with that company. He has broad experience in financial management, strategic planning and treasury management, as well as being a key player in major organisation and industry change. John is a board member of the Energy Networks Association of Australia. He holds a Bachelor of Business (Accounting) degree, is a Fellow of CPA Australia, and a member of the Institute of Company Directors, the Association of Risk and Insurance Managers of Australasia Limited and the Finance and Treasury Association.



Darren Smith

Chief Financial Officer & General Manager Commercial Services

Darren Smith joined the business in November 2008. He has extensive experience in senior management as both Company Secretary and Chief Financial Officer in the energy, mining and infrastructure-related industries. A Chartered Accountant, Darren holds a Bachelor of Science (Accounting) and is a member of the Australian Institute of Company Directors and the Australian Institute of Chartered Secretaries.



Robert Kingsley

General Manager Network Services

Robert Kingsley was appointed to the position of General Manager Network Services in March 2002. He has worked in the Tasmanian electricity industry since 1995 and has held the positions of Industrial Relations Manager and Transmission and External Services Manager with Aurora. Prior to joining the electricity industry, Robert was Human Resources Manager with the Launceston Country Club Casino and has also worked in the education sector. He holds a Bachelor of Arts, Diploma of Education and Graduate Diploma of Business Management.



Martin Wallace

General Manager Strategy & Corporate Affairs

Martin Wallace joined the management team in June 2004 from the Tasmanian Department of Health and Human Services, where he was Deputy Secretary. He has extensive senior management experience and a long association with energy market issues. He was responsible for economic, financial and energy policy advice to the Tasmanian Treasurer from 1998 to 2002 as the Treasurer's chief adviser. Prior to that he was Director of Intergovernment and Financial Policy in the Department of Treasury and Finance. He has also worked in the energy sector, in economic development, government policy and management consulting. Martin has an honours degree in Economics.