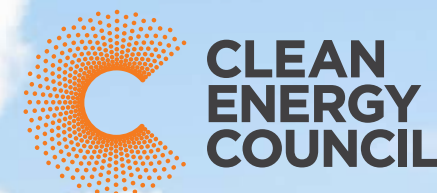


CEC 2020

Strategic
direction



OUR PURPOSE

Accelerating Australia's
transition to a clean energy future

STRATEGIC GOALS



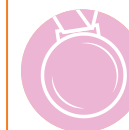
**Develop a vibrant
clean energy
industry that is
competitive,
connected, diverse
and resilient**



**Improve the
integrity of the
clean energy
industry**



**Increase demand
for clean energy
at utility and
small scale**



**Grow our industry
reach and reputation,
through world-class
excellence**

INITIATIVES

Connect, educate and
inform the industry

Share knowledge and data

Develop services that
support SME businesses

Identify and address
workforce needs for the
industry

Accelerate the growth of
the Approved Solar Retailer
program.

Establish industry wide
Behind the Meter Code

Improve current accreditation
services

Develop new accreditation
services

Continue to advance the
integrity of utility-scale clean
energy

Improve industry training in
compliance

Grow consumer demand
for clean energy

Ensure governments
mandate strong clean
energy demand

Unblock barriers by
representing the industry
in the reform of the energy
market

Inspire the industry and
stakeholders

Develop new capabilities and
continue to innovate

Improve governance, risk and
financial management

Develop our culture as a
values-led organisation

Grow and develop our people
and capabilities

Evolve strategic market
segmentation and new value
propositions