



2025 IMPACT REPORT AND 2026 UPDATE

Message from our CEO



Photo 1: The API Team at our 20th Anniversary Gala Dinner in Melbourne in May 2025. Pictured left to right: Aastha Makkar, Hayley Credaro, Cameron McMurtrie, Stephanie Somerville, Emily Marschke, David Pointing.

2025 has been a transformative year for the Australian Power Institute, showcasing growth in programs, enhanced member engagement, and improved outcomes for the future power sector workforce.

I am pleased to share the highlights of the past year in this Impact Report, along with a look at where we are heading next.

First and foremost, we are proud to be celebrating API's 20th anniversary (from our original registration date in October 2004), this year, with 20 year activities lined up throughout the year to help us celebrate. Namely at Alumni Events, and the API Summer School and 20th Anniversary Gala Dinner in Melbourne in May.

This year's Summer School in Melbourne was a significant success, attracting a total of 85 attendees across all Summer School Programs, with 40 participants being women in the Powerful Women Leadership Program.

The 2025 cohort included 46 Professional Program participants, 28 Developing Professionals, and 11 undergraduates for the Powerful Women Retreat.

Importantly, API funded scholarships for ten

female undergraduates to participate in 2025, following the completion of the Powerful Women grant that supported three years of program expansion.

Looking ahead, we're excited for Summer School 2026 in Brisbane, with online activities starting in February 2026. Registrations are strong for the core residential program, and our Developing Professionals retreat program for male and female graduates (4–6 years experience) is also gaining momentum.

These programs reflect our commitment to supporting diverse career pathways, and in 2026, the API will continue to directly fund 20x scholarships for undergraduate women to attend the Summer School x Powerful Women Leadership Program Retreat.

Our Power UP undergraduate community also continues to steadily grow, with 2,140 subscribers to date (by November 2025), up ≈137.77% since December 2024, when the Power UP Community reported ≈900 sign ups in its first year of launch.

Since its launch, the Power UP program has been open to all “Power Passionate” undergraduate students in 2025, with the addition of the jobs list: ‘Power Pipeline’.

The jobs list is a new initiative that will inform undergraduates of career opportunities with API Members. The process is currently being finalised for implementation planned in 2026.

We also celebrated the annual TJ Effenev Award, supporting 21 undergraduates to attend the CIGRE Australia Conference in Adelaide, and EESA EECON 2025 in Perth.

Thanks go to API members, Energy Queensland and the Terry Effenev family for their ongoing support.

On the outreach front, our social media presence grew significantly, with a total of **1,330,778** impressions, up **209.77%** since 2024, and a total of **20,798** followers and subscribers across all digital channels by 4 December 2025.

This success is a testament to the work of our Marketing and Operations Coordinator, Aastha Makkar, who joined our team in January 2024. Aastha has now decided to move on to her next challenge, and we wish her the best of luck in her future endeavours.

It has now been a little over a year since we welcomed two other fantastic team members: Hayley Credaro, Partnerships Manager, and Cameron McMurtrie, our Undergraduate Programs Manager.

Since then, we have released Membership Activity Plans and sponsorship opportunities for Summer School 2026 on the partnerships front, and have reverted back to the in-person Scholarship model for Power UP to increase in-person connection and networking for API scholars and members alike.

Led by Stephanie Somerville, API's broader engagement strategy has made great strides in inspiring future talent in 2025, with 134,131 views of careers in power content across API's social media channels.

Other collaborations include API features in the Transmission & Distribution Magazine and Careers With STEM Magazine, National Science Week activations with the Australian Science Teachers Association, and career resources generation with StudyWorkGrow.

Meanwhile, API secured a renewed partnership with Solar Buddy for the 2025/26 financial year, continuing collaboration on education and community impact initiatives.

Additionally, our Powerful Women Leadership Program remains a cornerstone of our diversity initiatives. Led by Emily Marschke, the program continues to support women in developing thriving careers in power.

As for strategic investments, in 2024/2025 the API Board approved a 4-year, \$1M plan for over-investment in our activities (ie beyond income from membership/other revenue) to support expansion of API's impact activities.

For 2026, API will again be drawing on our strategic reserve funds for a significant increase in our activities, bringing our budget to approx \$1.65M/year to maintain a strong financial position. Our plan is to recruit more members over the next 4 years to achieve sustainable operations at this higher level of activity and expenditure.

In other news, the Board approved a 3.0% increase in member fees for 2025/26, aligning with inflation and the increased costs we are experiencing for our activities.

Finally, we are excited to have refined our programs and executed our expansion and impact strategies since my appointment as CEO 5 years ago. Looking ahead, we are excited maintain this momentum and to expand our impact in 2026.

To everyone who brings our mission to life - our board, our members, partners, sponsors, and supporters - we thank you! Your support makes achievements like these possible, and we couldn't have done it without you.

A special thanks also to our exceptional team: Emily, Stephanie, Aastha, Cameron, and Hayley. It's been an honour working with you, and I'm excited to see what we achieve together in 2026.

Wishing everyone a joyful end to 2025 and a relaxing summer break, and here's to another impactful year ahead!

Yours Sincerely,



David Pointing PhD FIEAust CPEng EngExec NER
Chief Executive Officer



2025 Activities & Highlights at a Glance

Connecting with our national community of professional programs Alumni, API scholars, and undergraduate and high school students

Online Impact At A Glance (Jan-Dec 2025)

1,330,778

Impressions/views across all channels by 4 Dec 2025, up 209.77% compared to 2024.

20,798

Followers/subscribers across all digital API channels.

6,078

Minutes watched in video content (YouTube only).



"The API Summer School is the best educational program for anyone in the power industry. It's very insightful working with other like-minded delegates on topical issues in the power sector while developing meaningful connections in the process. I strongly recommend it."

- Wei Jian Chan, API Summer School Alum (7+ year program)



Photo 2: Hayley Credaro (Partnerships Manager) out and about at the 2025 AAGE Conference in October in Brisbane.

Informing & Inspiring the Future Workforce

123

Ambassadors to date as part of the API Careers in Power school outreach

150

School students built a Junior Buddy kit (through API partner Solar Buddy).

290

Social posts to inform and inspire students about careers in power

134,131

Views of careers in power images, infographics and videos across API socials

Developing the Future Power Sector Workforce

2

Brand new Summer School Retreats for developing professionals & undergraduate women

85

Power professionals in Melbourne for API Summer School 2025 Programs from across Australia

298

Applications to the API's Power UP Scholarship

47%

Total **female participants** at Summer School 2025

1,055

Sign ups (by Nov 2025) to API's undergrad jobs list

2,140

Sign ups to the API Power UP Program (by Nov 2025)

Developing, Informing & Inspiring the Workforce

*Insights for an Instagram or LinkedIn post only.

Undergraduate Women



19,356 views

TJ Effeney Award



8,276 views

Power UP Scholarship



20,564 views

Annual Gala Dinner



5,133 views

2-Week Summer School



4,279 views

Summer School Awards



4,533 views

Retreat Programs



2,617 views

Final Year Student Profiles



3,330 views

Careers information



1,840 views

Connecting the Current & Future workforce

*Insights for an Instagram or LinkedIn post only.

Nurturing Partnerships



994 views

API Alumni Events



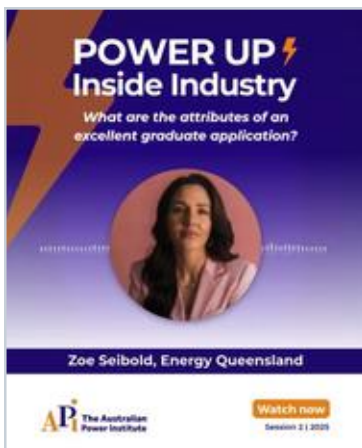
1,090 views

School Outreach



618 views

Inside Industry Webinars



892 views

Powerful Women events



1,045 views

Power UP Summit



906 views

Member Opportunities



1,061 views

Member Promotion



2,239 views

API Newsletters



1,008 views

Key Events and Dates for 2026

Summer School Key Dates

Early bird registrations - 2027:

- 1 Sept 2026 - 30 Nov 2026

Standard registrations - 2026:

- 1 Dec 2025 - 31 Jan 2026

Late registrations - 2026:

- 1 Feb 2025 - 1 Mar 2025

Executive Insights Online

Online program dates:

- 1 Feb 2026 - mid June 2026 (includes all Summer School Programs and EA Graduate Program Participants)

Summer School Programs

Two week residential program:

- 11-22 May 2026, Brisbane

Four-day retreat programs:

- 19-22 May 2026, Brisbane

Strategic Project Presentations:

- 21 May 2026. Sign up [here](#)

API Gala Dinner:

- 21 May 2026. By invite

More program information [here](#)

API Power Ambassador

Information Session 1

- 18 Feb 2026, 12-12:45pm AEDT, register [here](#)

Information Session 2:

- 28 Jul 2026, 2-3pm AEDT, register [here](#)

Solar Buddy: [EOI](#)

- Solar Buddy kit allocations to API members and volunteers

API Careers in Power

National Science Week:

- Online campaign and free online event [EOI](#)

National Careers Week & Electrical Safety Fortnight

- Awareness campaigns across socials and via 'Electrify Your Future' mailing lists [EOI](#)

Powered by Diversity

API International Women in Engineering day 2026:

- 23rd June 2026, Online. Register [here](#), [EOI](#)

Powerful Women Leadership Program 2026:

- Online and in-person activities for women participating in Summer School 2026 [EOI](#)

NAIDOC Week (5 July 2026) & Pride Month (June 2026):

- API member opportunities to support the API in showcasing diversity in the workforce [EOI](#)

Powered by Diversity Dinner:

- 19 May 2026, Brisbane [EOI](#)

API Members & Community

Member Activity Plans (MAP):

- Organisation MAP updates released in February 2026

API Board & Member Dinners

- Mar, Adelaide; May, Brisbane; Sept, Sydney; Nov, Brisbane

Online Member Forum & AGM:

- December 2026, by invite

Member Activity Plan Meets:

- Aug - Oct 2026

Undergraduate Scholarship

Learning Journal 2025/26:

- Placements ending 1 Feb 2026

PowerUP Workshops

- In each state in March 2026

Summer Placement allocations:

- For scholars Mar/Apr 2026

Scholarship application period:

- April-June 2026. Sign up [here](#)

Scholarship Selection:

- Selection by API & Industry Representatives (Jul-Aug)

Scholarship Celebration:

- Online event in Sept 2026 for new and graduating scholars

Undergraduate Program

API Member Forums on Undergraduate program:

- May 2026 (Tuesday week 2 of Summer School) and October 2026 (AAGE conference)

Power UP Video Challenge

- Voting and more info [here](#).

Inside Industry webinars:

- Three webinars throughout the year. Register for session 1 [here](#)
- Express your interest to be a speaker [here](#)

API Power UP Summit:

- Online webinars over three days in July 2026. Sign up [here](#)

TJ Effeney Award:

- Scholarships to EECON conference. Learn more [here](#)

Power Pipeline (Jobs List):

- Careers email newsletters to students with opportunities for Members to share content that informs and inspires on careers in power (Feb, Apr, Jun, Aug, Oct, Nov). Learn more [here](#)
- Promotion in special edition API Newsletter and across API socials (March, August). Express your interest [here](#)

Quick links

[Click for online events](#)

[Receive event updates](#)

[Scholarship sign ups](#)

[See what's on](#)

[EOI for Diversity & STEM activities in 2026](#)

A Reminder on Who We Are



Founded in 2004 by leading power sector organisations as a national non-profit Institute, the API works to strengthen the training pipeline and the development of the specialised 'power engineering' technical workforce to deliver the electricity and clean energy projects that will underpin Australia's energy future.

Funded by our member organisations, we lead collaborations and projects that achieve strategic impacts that benefit our members and the wider power sector to enhance the efforts of individual organisations to develop the workforce.

Strategic Objectives for developing Australia's power sector workforce

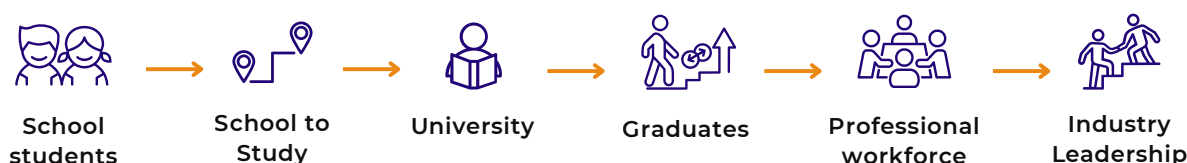
The API's activities achieve impacts in 6 strategic areas, and we deliver a range of programs and projects in each area (see key details in the following pages):

- 1 Inspire future careers in the power sector
- 2 Develop undergraduates as our future workforce
- 3 Strengthen university teaching for power
- 4 Enhance + link innovation capability in our workforce and universities
- 5 Empower Diversity & Inclusion in the power sector workforce
- 6 Lead and deliver: strategic technical and leadership capabilities in power

Primary School to Power Professionals: Developing the Power Sector Workforce for our Future

The API plays a special role in the development of Australia's specialised power engineering workforce, covering the entire 'career lifecycle' from primary school students to experienced industry professionals, with a focus on technical and power engineering professionals and allied team members in the power sector.

Our connections with people at every stage of the workforce pipeline allows us to build a cohesive network that strengthens the power sector workforce. By engaging industry professionals, undergraduates, and high school students, we inspire and support each career stage, creating a seamless "power engineering talent pipeline." From initiatives like capturing informative and inspiring industry interviews at our Summer School and authentic video stories from undergraduates, each motivate the next generation to pursue careers in power in the power sector.



Celebrating the Australian Power Institute's 20th Birthday

Photo 3: Summer School Retreat Participants posing at the 20th Anniversary Gala Dinner



Alumni Events

Since November 2024, the API has hosted six Alumni events across Sydney, Melbourne, Adelaide, Brisbane and Perth, with more than 120 community members attending. Held alongside key industry conferences, these gatherings provided opportunities for past and current program participants to reconnect and network.

Articles on reflections, and future plans

Over the past 12 months, we have interviewed key figures and API Board Members to hear their reflections on the past 20 years of API influence and the future outlook they have on the professional development of the power industry. Read all our 20th Anniversary blogs [here](#).

Video Content

During the Summer School program in May 2025, The API staff filmed participants answering the questions:

"What is the best thing to happen in the last 20 years in the power sector?" (pictured to the left); and

"What do you think the Power Industry will look like in 20 years?" (pictured to the right).

We shared their responses during the year for our followers on Social Media.

20th Anniversary Gala Dinner

On Thursday 22 May, the API held its annual Summer School Gala Dinner, marking 20 years of the API with a larger celebration that included speeches, trivia and dancing. We extend our thanks to everyone who joined us, from the early founders through to our current scholarship holders, for celebrating this milestone together.



Photo 4: Summer School Alumni at our Alumni and Community Catch Up in Melbourne in 2024

Photos 5 & 6: API 20th Anniversary Content made by API Summer School participants.

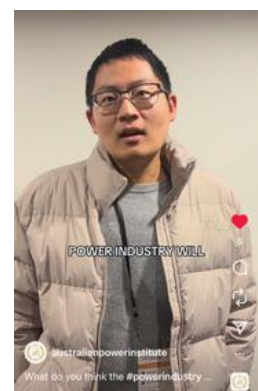




Photo 7: Stephanie Somerville leading the Solar Buddy Workshop at API Summer School 2025

20+ years of the Australian Power Institute

20+ Years of Developing the Power Sector Workforce for Australia's Energy Future

Our Impact to Date:

SUMMER SCHOOL+

900+

Summer School Delegates to date

POWERFUL WOMEN LEADERSHIP PROGRAM

200+

Powerful Women Participants to date

Power UP Scholarship

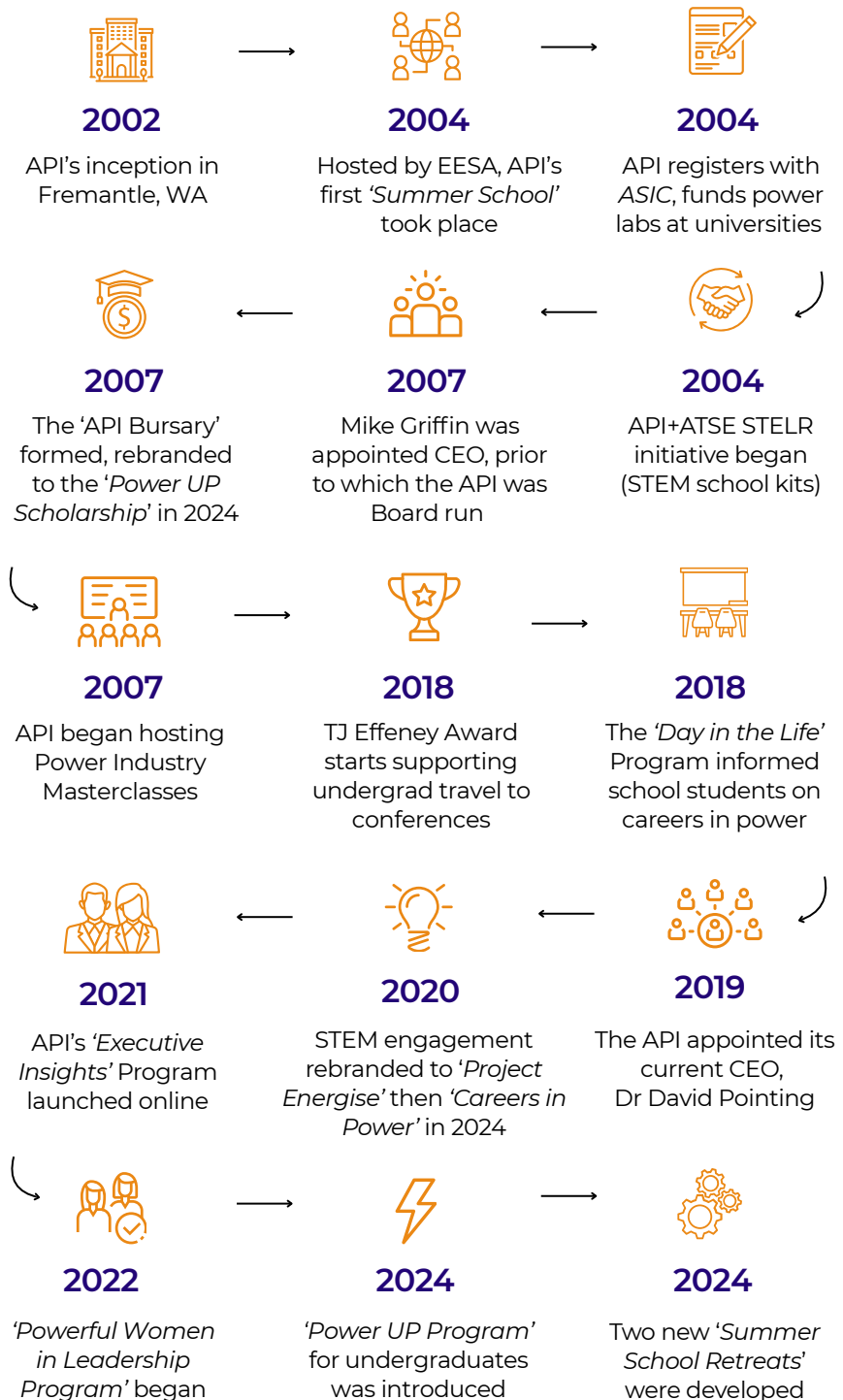
700+

API Scholarship holders to date

API The Australian Power Institute

1,330,778

Impressions across API Channels in 2025



Strategic Goal 1:

Inspire future careers in the power sector

2025 year in review

We continue to work with members and our community to help build the future workforce by inspiring and informing the next generation of careers and pathways into the power industry.

API x Solar Buddy

The API continues to fund 12 Junior Buddys through our partnership with Solar Buddy and is working to increase involvement from member organisations. We are streamlining the process to make participation easier and to strengthen our impact in raising awareness of power careers. This is supported further in funding by the API itself.

“Australian Power Institute supported SA Power Networks’ school outreach by providing Junior Buddy Kits through its partnership with Solar Buddy.”

123

Power Ambassadors to date

290

Social posts to inform and inspire students about careers in power (as at Oct 2025)

134,131

Views of Careers in Power content across all API Channels! (as at Oct 2025)

150

Junior Buddy kits built by students in 4 states



Photo 8: API Power Ambassador Melissa St John (Summer School Alum) alongside Gene Kennedy from Ergon Energy Network visiting two Year 6 classes at St Josephs Primary School.

Power Ambassador Info Session

In October 2025 API held an information session for industry professionals and undergraduates who are interested in learning more about the Power Ambassador Process and how they can start inspiring school students into a career in power. Next session: February 2026.



Photo 9: API Power Ambassador, Keilah David (Protection Engineer at SA Power Networks) sharing her experience on a school outreach trip.

National Science Week Activation

As part of National Science Week 2025, the API hosted 'Mission: Decarbonise the Grid', an interactive online session connecting high school students with young engineers working on Australia's clean energy transition. Students learned how the electricity grid operates, the challenges of integrating renewable energy, and career pathways available into industry.

Careers with STEM Profile

As part of our partnership with Careers with STEM, we featured a profile of Undergraduate [PowerUP Scholarship recipient Amelie Blomme](#). Amelie joined the program in her second year of university and has also participated in the Summer School Undergraduate Retreat.

This promotion supports greater awareness of the PowerUP Program and is expected to encourage more first-year students to get involved. Career profiles like these of women in energy are further supported by our Powerful Women Leadership Program (see [page 13](#)).



Photo 10: Amelie Blomme, Electrical Engineering Student at the University of Western Australia and API Power UP Scholar, sharing her journey into kickstarting her power engineering career with the Australian Power Institute.



Strategic Goal 2:

Develop undergraduates as our future workforce

Photo 11 (top right): Retreat Participants at API Summer School 2025 in Melbourne in May.



2025 year in review

The API will continue investing in the next generation of Power Professionals through the API's Power UP Program, supporting power-passionate undergraduate students who can access scholarships, careers and technical webinars, networking events, industry placements with API members by partaking in the Power UP Video Challenge, industry conferences, site tours and more. Any undergraduate student who is interested in the power sector and pursuing a power sector-related degree can be supported by Power UP.

Power UP Program

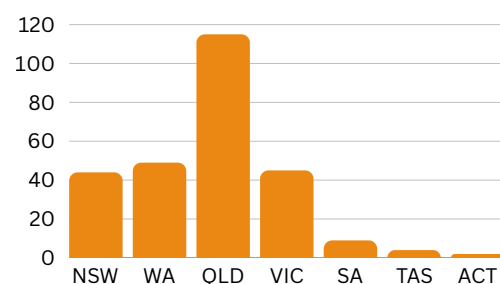
In 2024, we launched the Power UP Program and in its first year, gained approximately 1,000 new sign ups; with **2,140 sign ups to date as of November 2025!**

We have connected these undergraduate students with industry through activities such as the Power UP Scholarship, Power UP Video Challenge, Power UP Summit, Power UP Inside Industry Webinars, and conferences including EESA EECON and CIGRE CIDER (through the TJ Effeney (TJE) Award).

2,140	Sign ups to the Power UP Program to date (by Nov 2025)
137.7%	Increase in sign ups to the Power UP Program since Jan 2024
1,055	Sign ups to API's brand new employer jobs list: The Power Pipeline (by Nov 2025)
268	Scholarship applications received
24	Video submissions to the API Power UP Video Challenge

Power UP Scholarship

The API received **268 applications** for the 2025 API Power Up Scholarship, welcoming 27 new students to the program in 2025 and having 37 students graduate from their studies in 2025 and ready for industry.



Scholarship Students by State

We now have 47% female recipients in the Scholarship Program, with the new scholarship awardees being interviewed and picked by our fantastic member representatives, ensuring that we work with industry by selecting the best and brightest for the future workforce.

117	55	47%
Scholarship Holders, in 1st to 5th year	Female Scholarship Recipients	Female Applicants overall

Through the Power UP Scholarship in 2025, we facilitated 29 industry work placements between our scholarship recipients and API Member Organisations for the 2025/2026 summer period. These students are supported with the API Learning Journal, a resource that provides advice on getting the most from the work experience offered.

Supporting students to attend industry conferences

In 2025, we had **56 total applications** from students through the TJ Effeney (TJE) Award for the CIGRE CIDER conference. We brought **15 students** to the CIGRE conference, **9 Female students, 7 Male students**, with some PHD candidates.



Photo 12: TJE Awardees at CIGRE CIDER 2025 in September in Adelaide.

For round two of the TJ Effeney Award at EECON 2025 in Perth, API sponsored an additional **6 local students** to attend the conference - **3 Male** and **3 Female** with **2 master's students** and **4 undergraduates**.



Photo 13: TJE Awardees at EESA EECON 2025 in November in Perth.

"My favourite part of the TJE Award was all the great people I met and conversations I had across the three days. It was fantastic to meet a group of university students who share the same passion for power."
- Amelie Blomme, Awardee, 2025

A look to the year ahead

Next year we can expect to see continued growth of the Power Up Program as we continue our online Power UP **Inside Industry** webinars and pivot to the annual Power UP **Video Challenge** and applications for the 2026 Power UP **Scholarship**.

We are also working with our members to increase the number of undergraduate students who benefit from the **Learning Journal** toolkit to support effective summer work placements, where both the students and API members get the most out of the Summer Placement.

This will focus on the **13 external students** that our members employ over the 2025/2026 summer (in addition to the **29 API Scholarship students** who will be doing placements with our members for the 2025-26 Summer Placement).

In other news, we are expanding the number of conferences that we support undergraduate students to attend and connect with industry professionals - the roster so far includes **Australian Energy Week, CIGRE CIDER, and EESA EECON**. We are also in discussion with other conference opportunities in other cities.

On a final note, in 2026 the Power UP Scholarship Program will make a **return to the annual live meet-up of all API Scholarship students** in each state with API Members (QLD, NSW, VIC, TAS, SA, WA) (a common practice prior to COVID-19).

This model is intended to give students an opportunity to connect with each other and with representatives from API member organisations in each state.

Strategic Goal 3 & 4

Strengthen university teaching for power; and Enhance and link innovation capability in our workforce and universities

2025 Year in Review

In 2025 we continue to champion innovation and collaboration across the power sector, supporting the development of innovations, celebrating and sharing achievements as the sector develops new ideas and approaches, and strengthening the capacity of our current and future workforce to implement and advance innovations.

Photo 14 (middle right): Emily Marschke, API Panelist at AUPEC 2025 in Brisbane.

Engage with industry to stimulate more engagement with universities and the next generation

Working with our partner organisations (eg CIGRE, EESA, ENA) and through our programs (eg Summer School), we have been sharing details of the acute shortage of power engineering skills that are looming for the sector and the key workforce pipeline challenges (and the links to university teaching and the pipeline of students into relevant courses)

We're also calling for more engagement by the sector with universities to strengthen teaching with 'industry-based input' through formal and informal engagement activities (eg in lectures, through clubs and societies, through work placements etc). Our Power Ambassador volunteer program provides support to individuals to do this (at universities, or at primary/secondary schools).

Connect with Academics

API Team Members Emily Marschke, Hayley Credaro and Cameron McMurtrie attended the Australasian Power Engineering Academics Conference (AUPEC) in Brisbane in October 2025, and participated in a panel discussion on 'Powering Engineering Education and Research Needs for the Energy Transition'.



API's Power Sector Innovation Projects

- University Capability Assessment
- Race for 2030 CRC
- Australasian Transformer Innovation Centre
- ARC Future Grid Industry Transformation Innovation Centre
- Australasian Power Engineering Academics Conference



Photo 15: API Panelist, Emily Marschke, at AUPEC 2025 in Brisbane at the University of Queensland.

Engage our future researchers and academics

Looking to the future for undergraduate teaching and research, we have connected PhD candidates working at the RACE for 2030 into our online Executive Insights program, enhancing their understanding of industry challenges; we'll continue this initiative in 2025 and also include candidates from the new Future Grid Industry Transformation Training Centre (ITTC).

Support innovative research, and knowledge sharing from that work

We continue to support key research programs with the RACE for 2030 CRC, including an active role in the Sustainable Electric Vehicle Integration (SEVI) project - we are the “knowledge sharing” partner, developing an online course to share outputs and build expertise related to integrating EVs into 3x scenarios (fleets, precincts, sites).

We aim to integrate this new SEVI online course into undergraduate teaching from early 2026, including a module for students to complete during summer work placements so they can have conversations with an industry mentor about real-world applications. We will also create a module for final year thesis projects that are easier for industry partners to contribute to (with localised case studies).

Show the next generation that power is an innovation-rich career

we see that many undergraduates are interested in jobs linked to innovation, so we are exploring opportunities to showcase innovations in power to the next generation. This includes video posts by the undergraduates we support to attend conferences, to harnessing the strengths of our partners such as ENA's annual Innovation Awards and linking information on innovation projects into the API's programs targeting



Photo 16: Participant engaging with academic at API Summer School 2025.

school and undergraduate students.

More impactful summer work placements for undergraduates

The API's Learning Journal toolkit for summer placements is designed to help employers and students achieve the Learning Outcomes defined by Engineers Australia for “exposure to professional practice” placements in industry (i.e. the standard 12 week placement at the end of 3rd year).

The linked Students in Power Summit (aka PowerUP Summit) strengthens students' skills in communicating and creates social media content that inspires other university and high school students.

A look to the year ahead

More PhDs in Power supporting innovative ideas: We are continuing to provide support for PhD and Masters students to attend and present at industry and academic conferences, helping strengthen links between universities and the energy sector, now with additional funding reserved for Victorian universities awarded to the API following completion of the C4NET program.

Alongside this, the API supports the development of new PhD opportunities through Industry Transformation Training Centres and the RACE for 2030 CRC.. We are currently supporting applications for new ITTCs in these areas.

Increased support for university sector in 2026

We understand the importance of providing emerging researchers with opportunities to connect with industry, share knowledge and contribute to the broader conversation on power systems and energy sector challenges.

To support this, the API will be offering new funding in 2026 for PhD and Masters students to attend and present at academic and

industry conferences, as part of our broader portfolio of support for the university sector.

Total direct cash support exceeds \$300,000+ per year for university-linked programs.

*This includes funding provided by the Centre for New Energy Technologies (C4NET) at the completion of their activities in late 2025, which focuses on PhD candidates at 5x universities linked to C4NET.

Program with support from or leadership by the API	Direct \$ Investment
API-coordinated support for student attendance at industry conferences (TJ Effeney Award and other initiatives); 30 students per year	\$25,000+ cash + in-kind
*API support for PhD candidate attendance at industry conferences through the C4NET grants (students at RMIT, Deakin, Monash University, Melbourne University, Federation University). Up to 5 students per year	\$10,000+ cash + in-kind
API Powerful Women Undergraduate Program (@ Summer School); 20 Undergraduate women per year	\$50,000+ in-kind
API sponsorship and support for the Australasian Committee for Power Engineering (ACPE)'s AUPEC annual conference	\$5,000+ in-kind
RACE for 2030 CRC support (including for PhD programs)	\$20,000 cash + in-kind
ARC Future Grid support (including for PhD programs)	\$2,000 cash + in-kind
UQ Transformer Innovation Centre support	\$10,000 cash
UQ Women in Engineering program	\$20,000 (+\$30,000 from API partners)
*C4NET grants for PhD candidates to attend API Summer School Developing Professionals Program ((students at RMIT, Deakin, Monash University, Melbourne University, Federation University)	\$10,000+ cash + in-kind
*Conference registration grants for PhD and Masters students, from API core funds, and C4NET grants (students at RMIT, Deakin, Monash University, Melbourne University, Federation University).	\$20,000 cash + in-kind (includes \$10,000 for C4NET)
API PowerUP scholarships 110+ undergraduate students, \$1,000 per student per year	\$110,000
Total investment:	\$312,000 cash + in-kind

Strategic Goal 5:

Empower Diversity & Inclusion in the power sector workforce

Photo 17 (top right): Powerful Women Leadership Program Participants (from the 2-week residential Summer School Program co-hort) posing for a picture at a site tour in Melbourne in May 2025.



2025 Year in Review

The **Powerful Women Leadership Program** is our flagship initiative in the diversity space.

In December 2025 we will complete the fourth year of the POWERful Women Leadership Program, seeing an additional **40 participants** (including 40% of the Summer School cohort being women!). Following the conclusion of our grant, we've successfully sustained strong female participation across all our programs, reflecting the program's lasting impact and value to the sector.

A highlight of the program in 2024/2025 was deploying **\$20K in Solar Buddy school outreach kits** to support individual Powerful Women program participants visiting primary schools. This was done as part of the Powerful Women program and as a pilot for a new collaboration with Solar Buddy to expand the API's impact in the primary school segment of the future workforce. We will be continuing these programs using core API funds.

Be who you can see = Powerful Women video profiles; we also created more video and online profiles of women working in different roles across the power sector, with 45+ videos of inspiring *powerful women* now hosted on the API's careers web site and actively pushed out to young women across Australia through our social media channels

We're also very proud to have raised the **participation of women in our Power UP Scholarship program to 45%** - a reflection of the strong support for diversity in our workforce across our API member organisations.

Other initiatives include participating in workshops and roundtables on strengthening diversity and inclusion in the power sector, and sharing our own insights from our programs at conferences and events.

We also continued our support for the UQ Women in Engineering program. We joined in celebrating the 10 year anniversary of the UQ program, and the API's impactful role as first and founding partner for the program.

A look to the year ahead

Looking ahead for the Powerful Women program in 2026, we will continue to support **scholarships for 20 Undergraduate female students** to take part in our Early Careers retreat program on API Scholarships, and encourage organisations who employ undergraduate female students to support them to come along.

We are currently reviewing our Powerful women program for 2026 so watch this space, we are committed to continuing the program for all female participants!

Strategic Goal 6:

Lead and deliver: strategic technical and leadership capabilities in power

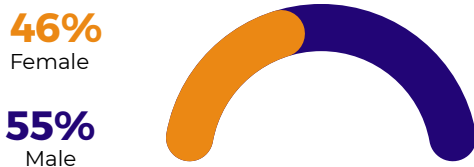
Photo 18 (top right): Strategic Project Presentation group at Summer School 2025 in Melbourne in May.



2025 year in review

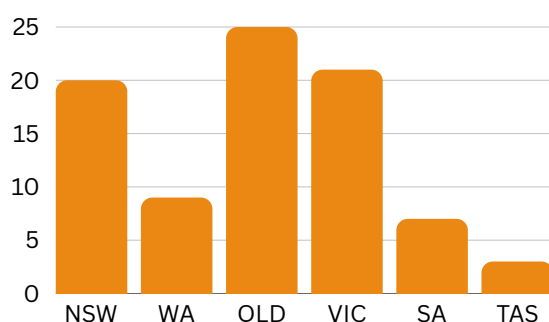
Our Executive Insights, Summer School and Powerful Women programs from 2025 concluded in May; this included the 2-week residential API Summer School in Melbourne in May 2025 with 46 Summer School delegates, 39 Summer School Retreat Participants (early career professionals and undergraduates) and 70+ industry and government speakers over the 2 weeks.

Gender of 2025 Summer School Participants (all programs)



24 female undergraduate and developing professional participants in the Powerful Women Leadership Program joined the School in Week 2, supporting many new connections across organisations and age groups (with a participant mix of 46% women).

All 2025 Participants Across States:



46	No. of Summer School Delegates
39	No. of Summer School Early Career Retreat Participants
40	No. of Powerful Women Delegates across our programs
85	No. of power professionals that travelled to Melbourne for the 2025 Summer School Programs

The 2025 Executive Insights online series commenced in March 2025, with 10 industry executives sharing their strategic challenges with participants in the 2025 Summer School, Summer School Retreats, and Powerful Women programs.

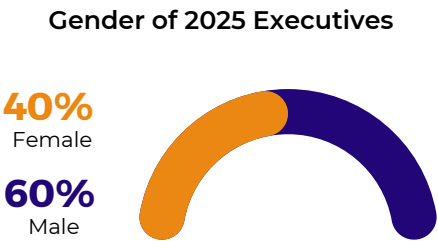
786	Online attendees across all Executive Insights online sessions
85	In-person attendees at the 2025 API Summer School in Melbourne
270	Hours watched of the recorded Strategic Project Presentations
10	Recommendations to the challenge questions (tasked by the 10 executives in the Executive Insights Program)

In 2025, Executive Insights was similar to previous years, with 10x CEOs and Leaders in the Australian power sector, who each explore the strategic challenges and opportunities they see for the sector - and their associated leadership considerations.

This year, there was an overlap with API's Powerful Women Leadership Program and Graduate Retreats and all participants in the linked Summer School programs also join the Executive Insights program.

As done last year, the Executives' challenge questions were further explored at the 2-week Summer School by the participants, who then develop recommendations for action in groups and share these with the API community (and the Executives) through a post school report.

17	Professionals were women of 45 total Summer School attendees
12	Out of 28 Powerful Women were graduates
11	Powerful Women were undergraduates



Executive Insights 2025 Speakers and their Challenge Questions



Renée Anderson
Executive, People & Stakeholders, Tasnetworks

How can the power sector support and strengthen community resilience in response to prolonged power outages caused by extreme weather events?



Sandra Smallbon
Chief Technology Officer, Western Power

How can digital technologies enhance transparency, trust, and customer engagement in the integration of distributed energy resources (DERs) into the power grid?



Ed Wilson
Managing Director, Wilson Transformer Company

How can the power sector balance efficiency improvements with cost, scalability, and flexibility when designing and upgrading critical infrastructure?



Paul Gleeson
Managing Director, Energy, Aurecon

How can the energy sector reduce cost overruns and delays in major transmission projects while maintaining reliability, scalability, and regulatory approval?



Michael Gatt
Chief Operating Officer, AEMO

If you held the pen, what would you do? How would you control what would you design as the fundamentals of the future energy system? Would you have the same view of reliability, security, and affordability? In other words, would the performance characteristics be the same if you think we should accept more risk, or would you expect more volatility in the performance of the system in the interests of having a lower cost solution?



Glen Thomson
General Manager Electricity Networks, Citipower & Powercor

How can the power sector reframe the network narrative to better address the needs and perspectives of customers, government regulators, and other key stakeholders?



Dominic Adams
General Manager, Networks, Energy Networks Australia

How can Australia determine the optimal mix and location of battery storage to maximise system value and ensure consumer equity?



Jasmine Doak
Executive Director - People, Culture & Transition, VicGrid

How can we ensure local communities and Traditional Owners genuinely and enduringly share the economic benefits of Australia's next resources boom: the transition to renewable energy?



Dani Alexander
Chief Executive Officer, UNSW Energy Institute

What strategies can be used to translate complex technical reform priorities into compelling narratives that sustain bipartisan support and long term investment?

A look to the year ahead

In 2026, we are excited to bring the Summer School to sunny Brisbane; a stunning destination in 2026 in May! The API is continuing its expanded professional development offerings, with the introduction of the Developing Professionals Retreat and the Powerful Women Undergraduate Retreat, complementing our well-established two-week residential Summer School for experienced professionals. We are also excited to be introducing various sponsorship opportunities for both API Members and external organisations.

The new 4-day Retreats are designed for male and female graduates from our Member and Partner organisations, and for female undergraduates through a direct link with the Powerful Women Leadership Program.

In 2026, organisations will also have the opportunity to sponsor undergraduate students to participate.

“It was a pleasure for me to contribute to the Summer School and engage with a great group of participants. I enjoyed the high level of engagement and conversations with the group.”

- Rainer Korte, Commissioner, AEMC on Summer School 2025



Photo 19: All participants at Summer School 2025 across three generations of the power sector.

There will be significant overlap with API's Powerful Women Leadership Program and Graduate Retreats, with all participants in these linked programs also taking part in the Executive Insights Program, offering an unparalleled professional development experience.

Experience	Program	Live component	Activities
7+ years experience	Summer School+	2 week residential School Focus: Strategic technical leadership + soft skills	<ul style="list-style-type: none"> • API Executive Insights Program • AEMO NEM Basics Course
4-6 years experience	Developing Professionals Retreat	4-day residential retreat Focus: Gain skills in effective stakeholder management & participate in a hands-on development workshop.	<ul style="list-style-type: none"> • Powerful Women Program (bonus for female participants)
Undergrad Women	Powerful Women Retreat	4-day residential retreat Focus: Explore careers in power & connect with industry. Develop your skills in Communications and goal-setting through live workshops.	<ul style="list-style-type: none"> • Online modules + sessions (over 5 months) • Bonus: API Online Academy
Anyone working in power	Executive Insights online	This program is all online , but does include watching the live stream of the presentations from the API Summer School	10x online sessions with leaders on strategic issues in power

API Communications

API's newsletters play a vital role in connecting and inspiring individuals at every stage of their career journey. From high school students exploring opportunities in the power sector to professionals seeking industry insights, each newsletter is tailored to foster growth, share knowledge, and strengthen our vibrant community. By delivering relevant and engaging content, API continues to empower the next generation of leaders in power.

Monthly Events Newsletter: Subscribers to date 5,313 Covers the full API Career Lifecycle	API Community Newsletter: Subscribers to date 2,149 Covers the full API Career Lifecycle
Power UP Community Newsletter: Subscribers to date 2,149 For school students, undergraduates and post-graduate students	Electrify Your Future Newsletters: Subscribers to date (combined) 320 For school students and mentors interested in careers in power

API Engagement Overview 2025

API's 2025 social media marketing shone brightly, with **1,330,778 impressions** across Instagram, Facebook, LinkedIn, Tiktok, YouTube, the API Website and newsletters (as of 4 December 2025). From career resources and pathways to inspiring video profiles of students and professionals, our diverse content demonstrated our ability to creatively engage audiences while delivering valuable educational insights, amplifying our reach, and fostering meaningful connections within the API and broader Power Sector Community.

All Impressions and Views in 2025*

1,330,778	All API Digital Channels
1,259,246	All Social Channels
37,624	Website
28,176	Newsletters
5,732	Blog Posts

*Not including external campaigns

Followers and Subscribers in 2025

20,798	All API Digital Channels
8,076	All Social Channels
12,722	Newsletter Subscribers across all mailing lists
18-24	Mix 18-24 & 25-34 ages on Instagram & TikTok*
25-34	Majority age of audience on Facebook*

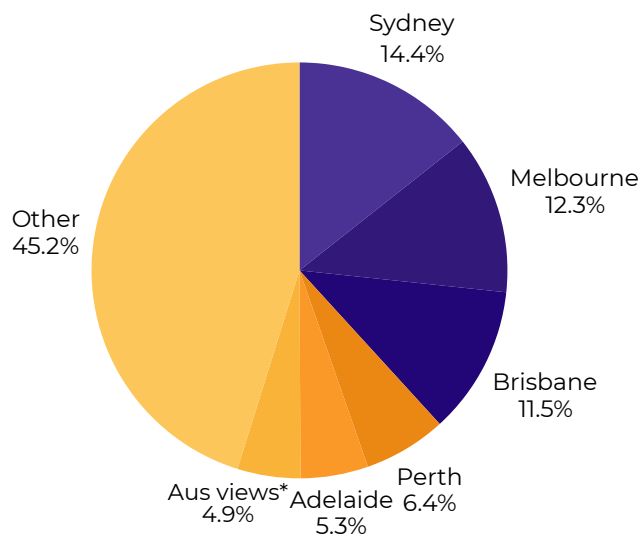
*LinkedIn audience age data unavailable

Social Media Audience Breakdown

Our reach keeps expanding across Australia, with strong growth on every social platform and steady increases across all API mailing lists. From students and early career followers to industry professionals, educators and community supporters, more people are choosing to stay connected with our work. The snapshot below shows how our audiences are building across Instagram, Facebook, LinkedIn, TikTok and YouTube to keep the API community informed and involved.

	Facebook	Instagram	LinkedIn	TikTok	YouTube
Sydney	15.30%	18.50%	16.30%	21.70%	1.20%
Melbourne	13.10%	18.70%	16.40%	13.40%	1.10%
Brisbane	10.80%	16.80%	15.70%	14.40%	0.70%
Perth	7.80%	7.20%	10.70%	6.50%	0.50%
Adelaide	6.70%	6.20%	6.10%	7.30%	Data not available
Australian viewers	Data not available	Data not available	Data not available	Data not available	24.50%
Other	46.30%	32.60%	34.80%	36.70%	75.50%

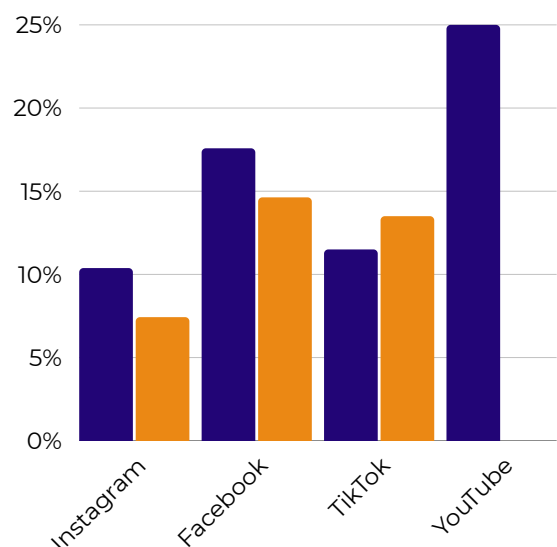
Social Media Audience Demographics across Australia (excl. LinkedIn*)



*LinkedIn data unavailable

*Refers to only YouTube viewers within Australia

Gender Split Across Social Channels (excl. LinkedIn*)



*LinkedIn data unavailable

Conferences + Connections

The API connected with our community of power professionals at API's combined Summer School Programs and events, and more recently at key industry conferences; including CIGRE Australia Conference in September 2025, AUPEC in October 2025, and EECON in November 2025 in Perth.

These events are valuable for sharing our insights on developing the future workforce, and for expanding our knowledge, networking with industry leaders, and discussing the future of clean and sustainable energy.

Earlier in the year, we were also excited to connect with 142 members of the API Community at our 20th Anniversary Gala Dinner, and 91 attendees at the Powered by Diversity Dinner at the API Summer School in Melbourne in May.



API 20th Anniversary Gala Dinner



EESA EECON 2025



API Summer School 2025



API Alumni Events 2025



CIGRE Australia 2025 Conference



AUPEC Conference 2025

Our Members

Join the national community of organisations focused on collaboratively developing the future technical professional workforce for the Australian power sector. If you are keen to learn more about API Membership, see our [Member Information Pack](#) (QR Code on the last page to share with your team as well!)

We have 3 tiers of membership - Governor, Principal and Industry

Reflecting the diversity of size and scope of organisations interested in the API's mission. Eligibility for a membership level is based on the relative size of an organisation and its technical professional workforce and the associated relative gain from the activities of the API (and capacity to participate in our programs).

In general, all members can access all our services. However, access to some services is proportional to an organisation's size and therefore membership level (eg discounts on CPD or the number of API Scholarship students you can employ over a summer).

Governor Members



Principal Members



Industry Members



Member Engagement in 2025

This year has seen a significant lift in how we connect with, support, and collaborate with our member organisations. Much of this progress has been driven by new initiatives designed to make engagement clearer, more purposeful, and more valuable for each member.

A major step forward was the introduction of **Member Activity Plans**. These plans give each organisation a clear, tailored snapshot of the opportunities available through the API and how these activities support the development of their workforce. The MAPs have helped sharpen planning, make better use of API programs, and encourage more strategic conversations about how we can work together. Throughout the year, we held dedicated MAP meetings with member contacts, creating space to check progress, understand priorities, and refine shared goals.

We also launched the **Power Pipeline** student list, giving members a practical tool to strengthen early talent engagement. The list brings together students from the PowerUP community who are seeking placements, internships, or early career opportunities. Members have used it to widen their recruitment funnel, promote upcoming opportunities, and connect with students who have a genuine interest in the sector.

Alongside these new tools, we continued to build strong professional networks through member forums led by Cameron. These sessions brought graduate recruitment teams together to discuss upcoming changes, share insights, and provide input into the evolution of our undergraduate programs. This has helped ensure our student-facing initiatives reflect real industry needs while giving members a voice in shaping the next generation.



Photo 20 (Left): API Board Members Panel at Summer School 2025 in Melbourne. Photo 21 (Right): API Chair Renée Anderson, with Jeff Allen (EESA), Emily Marschke (API), and Peter McIntyre (AICD).

A look to the year ahead

In 2026, members can expect refreshed MAPs and further conversations based on the past year's progress and future plans, along with an updated Power Pipeline student list in the first quarter. We are also working on new communication methods to help members stay connected, including a regular member bulletin to keep everyone informed of key dates, activities, and ways to get involved.

We look forward to building on this strong foundation and continuing to work closely with all members in the year ahead.

The API Team

The API staff team work collectively on delivering our programs and activities. We all have different backgrounds but we share your passion for the Power Sector! Our small team of 6x (4.8 FTE) work from home in Brisbane, Sydney, Melbourne and Hobart.



Dr David Pointing
Chief Executive



Stephanie Somerville
Engagement Manager



Emily Marschke
**Professional Programs
& Operations Manager**



Hayley Credaro
**Industry & University
Partnerships Manager**



Cameron McMurtrie
**Undergraduate
Program Manager**



Aastha Makkar
**Marketing & Operations
Coordinator**



info@api.edu.au



api.edu.au/contact

API's Collaboration Partners

Collaboration is integral to how we operate - with our member organisations, and many other wonderful partners focused on developing our power workforce.



Guided by sector leaders: API's Board Members

The API was established by leaders from the main organisations in the Australian power sector in 2004, and representatives from our Members continue to guide us in furthering our mission of developing the power sector workforce.



Renée Anderson

**TasNetworks
Board Chair**



Jason Hall

**Energy Queensland
Vice Chair**



Peter Langdon

**Endeavour
Energy (NSW)**



Craig Savage

**Citipower, Powercor
and United Energy**



Sarah Huang
Powerlink QLD



Gair Landsborough
Western Power



Fatima Bazzi
Ausgrid



Ryan Turner
Aurecon



Lance Wee
Transgrid



Margarida Pimentel
AEMO



Keron McCallum-Gaul
Wilson Transformers



Connect With Us

Inspired by what we do and want to know more?
Didn't see your organisation's logo and want to fix that?
Talk to us today!

Version: December 2025



*Scan for the API
Member Info Pack!*

We acknowledge the traditional custodians of these lands, and their continuing connection to land, waters and community. We pay our respects to the people, the cultures and their elders past, present and emerging.

www.api.edu.au

Email: info@api.edu.au

Instagram: [@australianpowerinstitute](https://www.instagram.com/australianpowerinstitute)

LinkedIn: The Australian Power Institute

Facebook: The Australian Power Institute

TikTok: [@australianpowerinstitute](https://www.tiktok.com/@australianpowerinstitute)