

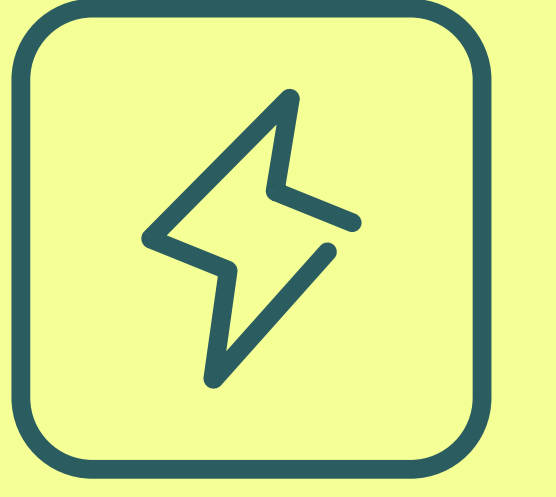


zembla

Everything energy

Energy strategy

The importance of an energy strategy to help large businesses control and manage their energy costs



For enterprises of all sizes, energy represents a significant portion of the controllable outgoings.

Many businesses make the mistake of treating energy as just another bill to be paid, but taking this approach can mean missing out on a real opportunity to save and add value.

At Zembl, we're often asked about energy strategy – what does it entail, and how do you go about designing and actioning an energy efficiency plan that benefits both the environment and the business bottom line.

With that in mind, this guide summarises what you need to know about creating an energy strategy and why it's so important in today's business landscape.

Contents

- 01 **What is an energy strategy?**
Four pillars, one action plan
- 02 **Why invest in one?**
Regain control
Add value
Which sectors & industries can benefit most?
- 03 **How to approach energy strategy**
Obtain C-level approval
Determine your drivers
Evaluate your current procurement approach
Appoint the right energy expert
- 04 **Energy procurement**
Knowing your CED
The cost of rollover
The fix isn't complicated
- 05 **Beyond procurement**
Energy audits & solar assessments
Network Tariff Reviews (NTRs)
- 06 **The journey to Net Zero**
The fundamental steps
Accreditation
- 07 **Need help creating an energy strategy?**
Zembl credentials & experience



01 What is an energy strategy?

An energy strategy is your business's action plan for managing energy – efficiently and effectively across every part of your business. This includes everything from pricing and procurement to how you manage demand during your contract, and right through to sustainability goals.

ENERGY STRATEGY PILLARS

Four pillars, one action plan

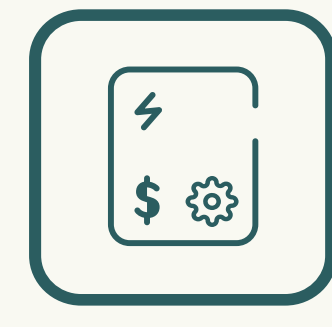
Done well, an energy strategy goes beyond just thinking about price and unearths every area of energy potential in your business.



01

Supply

Knowing what you use, where it comes from and how securely it lands.



02

Procurement

Buying well – the right contract, at the right time, on the right terms.



03

Cost mitigation

Cutting consumption and exposure so the bill stops setting the agenda.



04

Sustainability

The move to greener supply, judged on value as well as emissions.

Effective energy management does more than trim a bill

- Conserves energy and reduces costs
- Puts energy on the agenda at a company level
- Demands good-quality data to drive decisions
- Finds ways to improve returns on energy investment
- Looks at how green energy options can add value, not just cost
- Tracks renewable and sustainable trends as they move
- Saves money for the long term
- Builds brand value with environmentally-conscious clients and customers



02 Why invest in one?

A business without an energy strategy is missing out – not just on the operational side, but on an opportunity to grow positive customer sentiment and stay ahead of the government change that is defining today's energy commitment for business.

01 Regain control

In a survey of 544 Australian business leaders only 22% felt "moderately able" to "extremely able" to manage energy price and supply volatility in 2024 — up from just 10% in 2023, but still meaning fewer than 1 in 4 businesses feel equipped for it.^

It's little wonder so few executives are specialised in handling energy management when we consider the number of factors that make it so tricky.

CHALLENGES

Energy market volatility

Price instability

An increasingly distributed & renewable energy landscape

Variety of integrated energy options

Changing government energy strategy

^Sustainability Index, 2024, Australia, July 2024 (Schneider Electric)



02 Add value

There are many ways a business benefits from green credentials. Social responsibility is more than a buzzword, and investing in sustainable energy practices translates to tangible business advantages, not just boardroom and investor eco ‘ticks’.

From staying ahead of the government regulatory curve, to attracting and retaining the eco-conscious customers who are significant in number, the upside is everywhere.

OPPORTUNITIES

Improved brand image

Engaged stakeholders

Strategic competitive advantage

Attract new investors & clients

Retain eco-conscious customers

Which sectors and industries can benefit most?

An energy strategy is relevant to every business, no matter the sector or size.

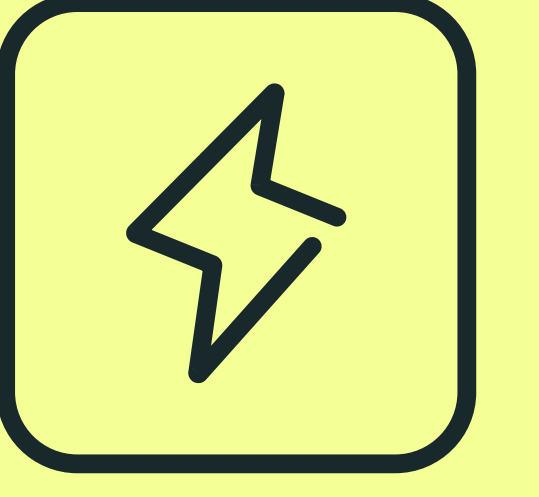
For large companies, with complex operations, the stakes can be highest – with the most to gain, and lose. But that doesn’t mean every business shouldn’t have an energy strategy.

The good news is, while many medium sized businesses may not have the budget for a dedicated, in-house energy management team, external energy experts are a universally accessible resource that bring a multidisciplinary team to the plate, with minimal Capex to justify with the CFO.

87%[^]

of Australian businesses are investing, or plan to invest within the next two years, in at least one energy management initiative

Energy isn't just a bill anymore. It's an active line of business investment.



03 How to approach energy strategy



Obtain C-level approval

Energy is increasingly viewed as a strategic matter, but change still needs backing from leadership to stick.



Determine your drivers

In terms of energy, is the objective to overtly stand for measurable sustainability, or is the primary objective efficiencies on the bottom line? Or both? Being clear will drive every decision you make.



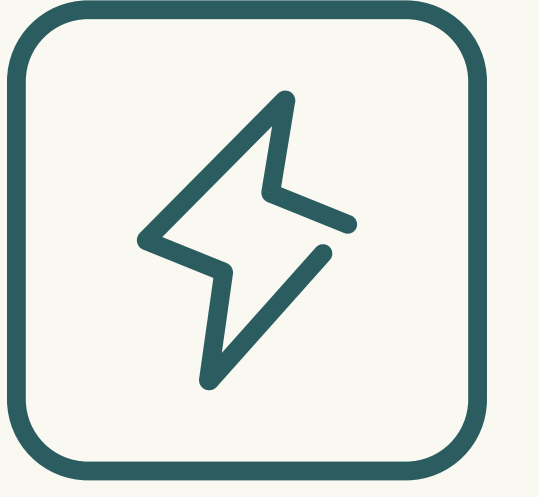
Evaluate your current procurement approach

Once the commitment is made, look hard at how energy is bought today. Good data is the starting point — a thorough read of consumption and market patterns, ideally run by an expert who works with and monitors the market full-time.



Appoint the right energy expert

An energy consultancy brings something a broker can't: broad, current knowledge across the whole market for the life of the contract, not just at the signature on one deal.



04 Energy procurement

Procurement is the core of energy strategy, and it's about so much more than tendering and signing an energy contract. Rather than an event, procurement is a cycle, and when you manage every part of it expertly, your energy starts to perform.

Knowing your CED

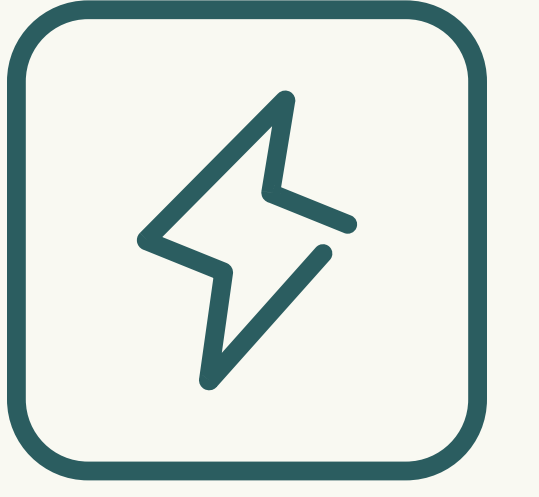
Energy strategy starts with smart energy procurement – and a key part of that is knowing, and planning around your Contract End Date (CED).

These default rates are generally much higher – up to 57%^ based on Zembl data – than those you secure in a properly negotiated contract.

It's the date that the energy deal you negotiated last time round expires. And if that date sneaks up on your business, you risk rushed data-gathering, less optionality in finding your next deal, or if you miss it completely, rolling over onto default rates.



^ Percentage based on Zembl Internal Report, Avg. market Peak Rates from December 2025 to June 2026 when compared with Zembl Peak Panel Rates. Results are based on individual case studies and figures quoted should not be taken as industry averages.



The cost of rollover

Here’s a real-world example that shows scenarios for two different sized businesses – and the money they’d have lost by letting their contract simply roll over onto default rates



The fix isn’t complicated

Start the renewal a good window out from expiry, not in the final weeks. A renewal run late is a renewal run with fewer options and far less leverage. At Zembl, we use this rhythm for all our existing clients, and encourage every business we meet to talk to an expert earlier rather than later to facilitate the best energy strategy – and result.

[^] Percentage based on Zembl Internal Report, Avg. market Peak Rates from December 2025 to June 2026 when compared with Zembl Peak Panel Rates. Results are based on individual case studies and figures quoted should not be taken as industry averages.



05 Beyond procurement

Procurement is key, but when you go beyond procurement into energy monitoring, energy efficiency, tariff management and all the other areas that impact energy performance, that's when energy strategy really takes off. Here are some areas that go beyond procurement alone.

Energy audits

Most energy management programs start with an audit — a clear-eyed look at where a site is losing money, from quick operational wins to long-term capital projects.

Solar assessments

Solar is usually part of that conversation. Panel prices have flattened as competition among manufacturers has grown, and government rebate schemes increasingly reduce the upfront cost of a system.

When it comes to funding solar, there are a couple of different paths you can go down, with different trade-offs.

A Power Purchase Agreement (PPA) — a fixed-term deal with a renewable supplier — offers low or no upfront cost and immediate savings, but locks in a fixed unit price for the term.

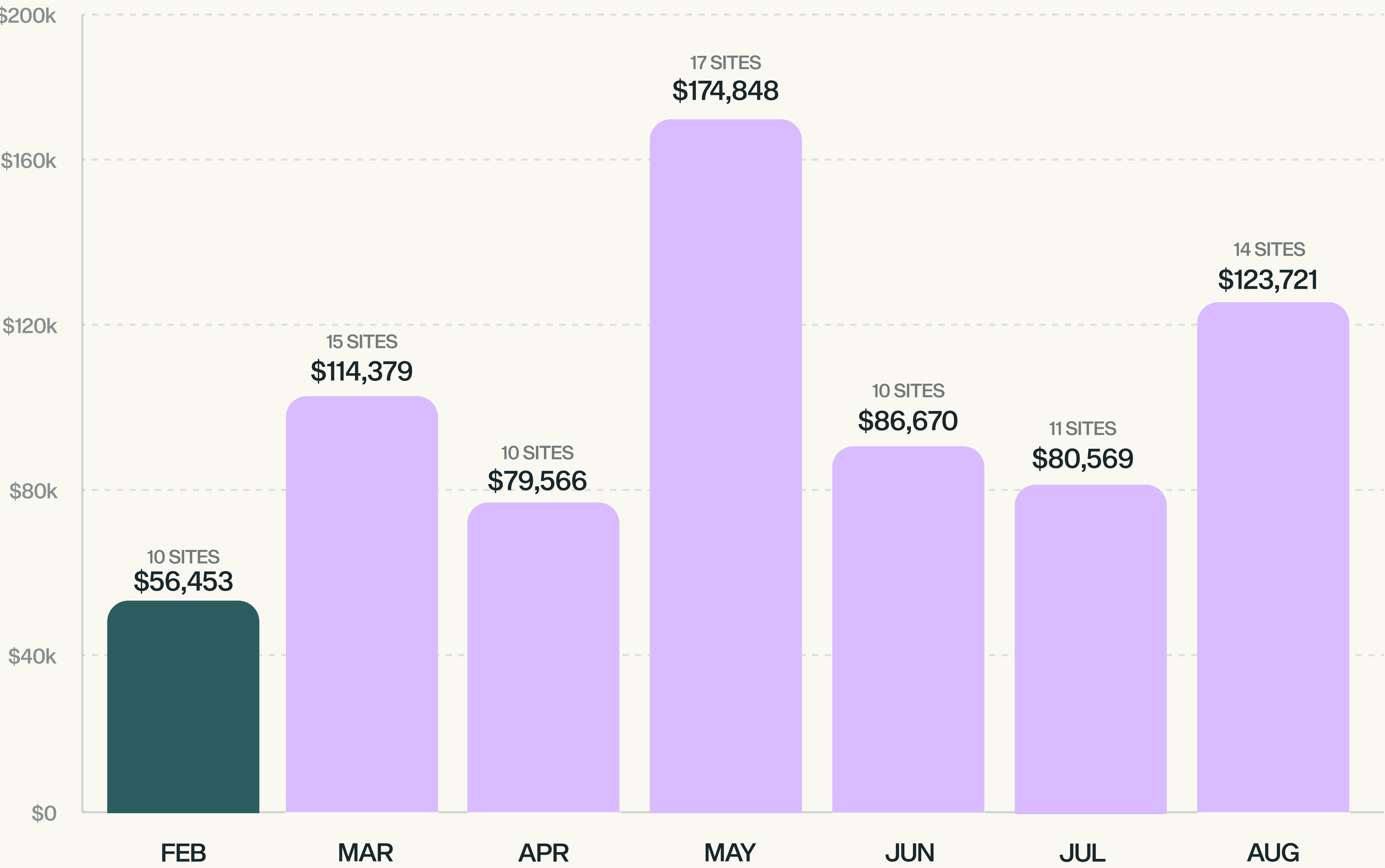
A Capex model means the business owns the system outright: full cost, full access, full upside — the better fit for businesses with the budget and the appetite to make the most of government grants.



What an annual Network Tariff Review (NTR) can return

An NTR every year is a crucial part of any energy strategy. That’s because two things can change during the course of an energy contract: 1) Your business’s consumption patterns, and 2) tariffs themselves, which are updated annually every 1 July.

An NTR is one of the things businesses can do in-contract to find energy savings. The results of Zembl NTRs over 7 months are shown below for NTRs conducted by Zembl between February and August 2026.



^Based on Zembl's Australian commercial and industrial customers and represents annual potential energy savings through Zembl's annual Network Tariff Review service from 1 February 2026 to 30 August 2026 including GST. Savings vary based on individual site usage, network tariff structure, and distributor pricing.

What a Network Tariff Review can return

\$716K[^]

IDENTIFIED SAVINGS ACROSS 87 C&I SITES

\$8,232[^]

Average annual saving
per site reviewed

87[^]

Sites with a completed Network
Tariff Review over 7 months



06 The journey to net zero

For businesses ready to go further, net zero and carbon-neutral accreditation are within reach – and the path is more straightforward than you might think

NET ZERO IN A NUTSHELL

Three fundamental steps

Done well an energy strategy goes beyond just thinking about price to unearth every area of energy potential in your business.



01

Measure

Start by measuring the emission volumes from your operations



02

Reduce

Look for areas where emissions can be reduced



03

Offset

Offset what's left for Carbon credits

Reducing emissions might mean cutting consumption, limiting travel, switching to clean energy sources, or moving to certified carbon-neutral suppliers.

What's left over can be offset through Australian Carbon Credit Units (ACCUs) – which are tax-deductible, tradeable, and transferable.



Accreditation options

From there, accreditation options include Climate Active (certifying a whole business, a site, or a single building against the Carbon Neutral Standard) and B-Corp (a broader standard covering social and environmental impact, not just emissions). Both come with ongoing obligations — and both are worth it. Customers and clients are voting with their wallets, and doing good is turning out to be good business.





Need help creating an energy strategy?

Zembl is a team of dedicated energy experts with in-depth knowledge of Australia's energy market. We've created energy strategies for some of Australia's most complex energy consumers and we can help your business do the same.

BUSINESSES HELPED SINCE 2009

30K¹+

Australian businesses helped to unlock the full potential of their energy

SAVED IN 2025

\$23²M

For Australian Small Businesses in 2025 alone

CUSTOMER RATING

4.8³/5

Across 2,400+ reviews

TENDERS RUN

6,500⁴+

More C&I Energy Tenders conducted than any other Australian Energy consultant

EXPERIENCE

15+ yrs

On-the-ground market expertise across Australia

NET PROMOTER SCORE

90⁵+

World-class advocacy

1. Based on Zembl customer records as of May 2026. Customer numbers reflect businesses that have used Zembl's energy comparison and procurement services across Australia. Figures are rounded and subject to change over time.
2. Based on Australian business customers that achieved energy savings using Zembl's business energy bill comparison service from 1 January 2025 – 31 December 2025 including GST. Savings are based on individual energy usage and available offers.
3. Based on reviews published on Trustpilot and Product Review as of May 2026. Combined, Zembl has received more than 2,400 customer reviews with an average rating of 4.8 stars across both platforms. Ratings are subject to change over time as new reviews are received and published.
4. Based on Zembl commercial energy procurement records as of May 2026. Tender figures reflect commercial and industrial energy tenders conducted by Zembl across Australia. Comparative claim refers to known Australian energy consultants based on publicly available information at the time of publication.
5. Net Promoter Score (NPS) based on customer survey responses collected by Zembl as of May 2026. NPS measures customer willingness to recommend Zembl's services and is subject to change over time as new responses are received.



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Everything energy

Need help building a corporate energy strategy? Get in touch with our expert team. We can:

- Review your procurement
- Devise a strategy to unlock your energy potential
- Stay accountable to your strategy all contract long

Scan to request
a callback



Or visit
zembl.com.au/commercial-energy/enterprise