

Aurora Energy

**2025-26**  
**Statement of Corporate Intent**

**November 2025**

[www.auroraenergy.com.au](http://www.auroraenergy.com.au)



# Statement of Corporate Intent

## Company Overview

Aurora Energy is a State-owned Company established in 1998 under the *Electricity Companies Act 1997*. Aurora Energy's two shareholders are the Minister for Energy and the Treasurer.

Aurora Energy provides electricity and gas retail services in fully competitive markets to more than 277,000 customer connections throughout mainland Tasmania. As part of its retail offering, Aurora Energy offers a range of electricity and gas products tailored to the needs of customers through tariffs, market contracts and payment options.

The principal objectives of the Company as outlined in the *Electricity Companies Act 1997* and the Constitution's Memorandum of Association are to:

- operate its activities in accordance with sound commercial practice; and
- maximise its sustainable return to its shareholders.

Aurora Energy pays dividends to the shareholders, which are used by the Government for the benefit of the Tasmanian community.

## Shareholders' Statement of Expectations

Aurora Energy's strategic direction for 2025-26 and beyond has been developed on the basis of a set of underlying business imperatives, outlined in the Members' Statement of Expectations.

These are to:

- a) support the lowest possible power prices for Tasmanians;
- b) implement the government's electricity customer assistance policies in a timely and efficient manner;
- c) focus on its core business, the delivery of electricity retail services on mainland Tasmania;
- d) operate its activities in accordance with sound commercial practice;
- e) maximise its sustainable return to shareholders;
- f) operate as an efficient entity providing services in a cost-effective manner and target an underlying cost to serve below the regulatory allowance for a regulated retailer in the Tasmanian market;
- g) prudently manage the risks of operating in a competitive retail market in the State;
- h) maintain flexibility for a potential future divestment of the business; and
- i) maintain a customer-centric focus and efficiently deliver the State's electricity concessions on behalf of the Government.

## Aurora Energy's Vision

Aurora Energy's strategic vision, '**Tasmanians choose us for their energy future**' reflects that the energy experience it provides its Tasmanian customers is paramount to its success as a stand-alone energy retail business in a competitive environment. In delivering this vision, Aurora Energy will provide the service experience and value that has Tasmanians actively choosing to partner with the business.

## Aurora Energy's Purpose

Aurora Energy's purpose '**to make energy easy for Tasmanians**' captures its intent to make sure it removes the complexities to make the energy industry easy for customers. It empowers Tasmanians with solutions that work for them. Solutions that are easy, accessible and that leverage technology investments made to date.

## Performance Measures

To monitor progress against the strategic vision and objectives outlined above, Aurora Energy has developed the following key financial and non-financial performance measures for 2025-26.

PERFORMANCE MEASURE	2025-26
Customer Value Index Score	29
% of eligible small customers with an advanced meter*	100%
aurora+ active users	130k
Employee engagement score (%)	>71%
Medically Treated Injury Frequency Rate	0
EBIT	\$9.2M
Returns to Government (Accrual)	\$6.0M
Immediately Reportable Non-Compliance Events	0
Material Cyber or Privacy Breaches**	0

\*A residential or small-medium business customer who satisfies all technical, safety, consent and access requirements in order to receive an advanced meter

\*\*Cyber or privacy breaches that Aurora Energy is required to report to external statutory bodies