



E N E R G Y Q U E S T

Bruce Holland

Senior Associate

Bruce Holland has worked in many different roles in the steel making, oil and gas industry, and the electricity industries, as well as an independent consultant, having owned and operated a specialist consultancy focussed on electricity brokering primarily for large scale electricity users over the last 20 years.

Prior to operating the consulting business, Bruce was Project Director for Aurora Energy to lead and direct Aurora's successful entry into the National Electricity Market (NEM), and participation in the successful Basslink project. He was also Group Manager for Business Development, and strategic advisor for a new gas pipeline from Victoria into Tasmania.

Prior to his roles at Aurora Energy, Bruce was Manager Development Strategy with Hydro Tasmania (formerly the HEC) where he lead contract negotiations with the State's largest electricity users (600 MW), as well as being the Principal Negotiator for the disaggregation of the HEC, and the establishment of the original vesting contracts between the new business entities (Hydro Tasmania (generation), TasNetworks (transmission) and Aurora energy (retail)).

Bruce commenced his career in the energy industry with Santos, as it was going through its Liquids Project growth phase. He became involved in many aspects to assist in the successful commissioning and operation of the project through his role as Superintendent Production Planning, where he coordinated operations to meet gas supply to Sydney and Adelaide, shipping of crude oil and LPG, and major shutdowns.

During his time at Santos, Bruce moved into commercial and business development roles, going on to be involved in major projects, such as the sale of ethane from Moomba to Qenos (formerly ICI) in Sydney, which necessitated a new 1,400km pipeline from Moomba to Sydney. He also was involved in the negotiation of new sale agreements for the supply of gas to PASA (SA Government).

Bruce has a Bachelor of Commerce (Economics) from the University of NSW, and completed a Development Program for Managers from The Australian Graduate School of Management. He is a Graduate of the Australian Institute of Company Directors and a Fellow of the Australian Institute of Energy (FAIE).

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