

Module 1:

Welcome to Awaken Energy

This module will help you understand the key components of energy industry compliance, its role in protecting consumers, and how regulations shape sales strategies and customer engagement.

Version 1.0 - May 2025

Welcome to the

AWAKEN ENERGY

Employee Learning & Development Program

This program is designed to equip you with the knowledge and skills needed to succeed within your role at Awaken Energy by staying aligned with our values, delivering excellent customer experiences, and contributing to a sustainable future.

As a proudly Indigenous-owned company, Awaken Energy is more than just an energy provider – we're part of a movement for positive change. From delivering affordable green energy to supporting community-led progress, our work is driven by purpose, culture, and impact.

In this module, you'll get to know who we are, what we stand for, and how your role plays a part in shaping a better energy future for all Australians.

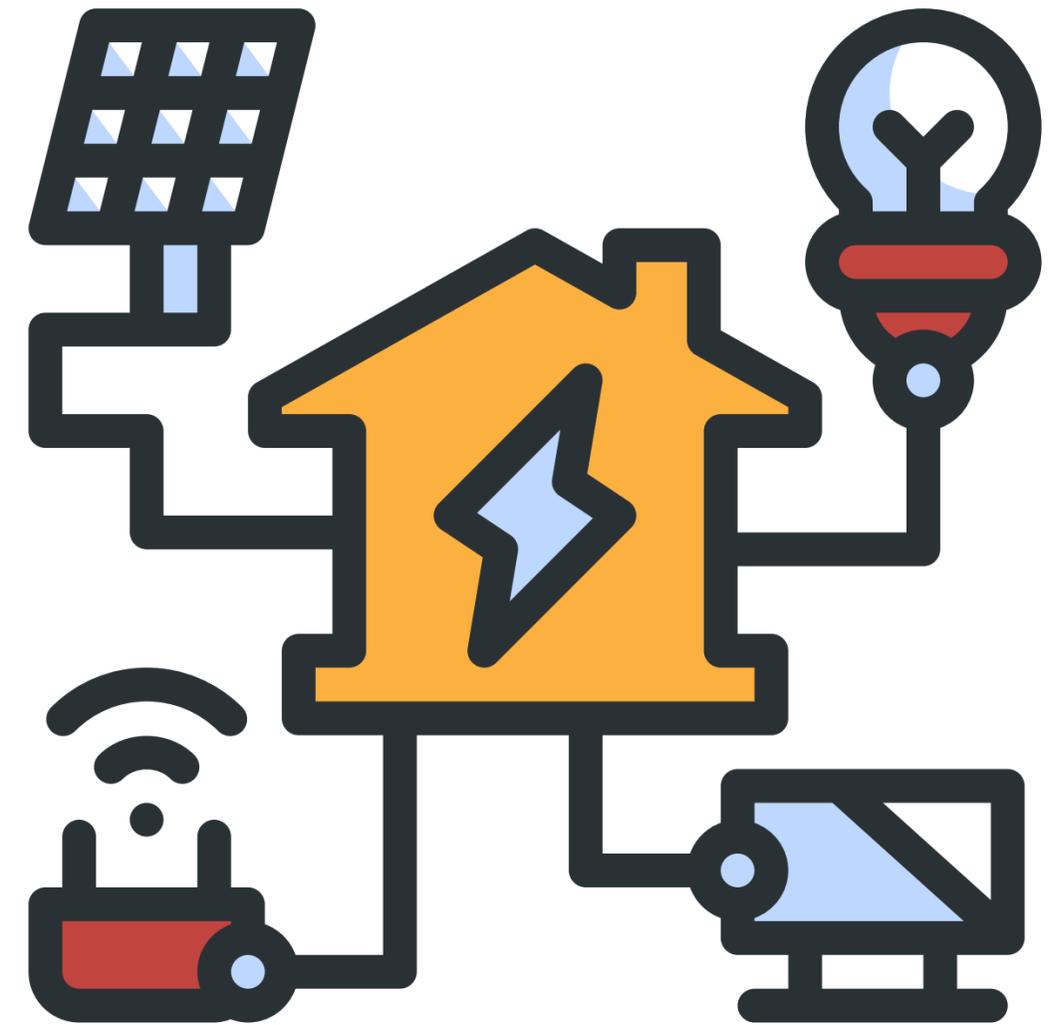
Let's get started and awaken your potential in energy sales!

Company Overview

Awaken is a proudly Indigenous-owned Australian company working to make clean, affordable energy accessible to all.

While our long-term vision is to generate sustainable energy on Aboriginal lands, we currently operate as energy consultants for trusted retailers like Origin Energy. This approach allows us to build strong industry partnerships, grow sustainably, and generate the revenue needed to realise our broader mission.

Everything we do is guided by our commitment to community, culture, and country. By combining innovative solutions with cultural respect, we aim to create a more inclusive, sustainable energy future for all Australians.



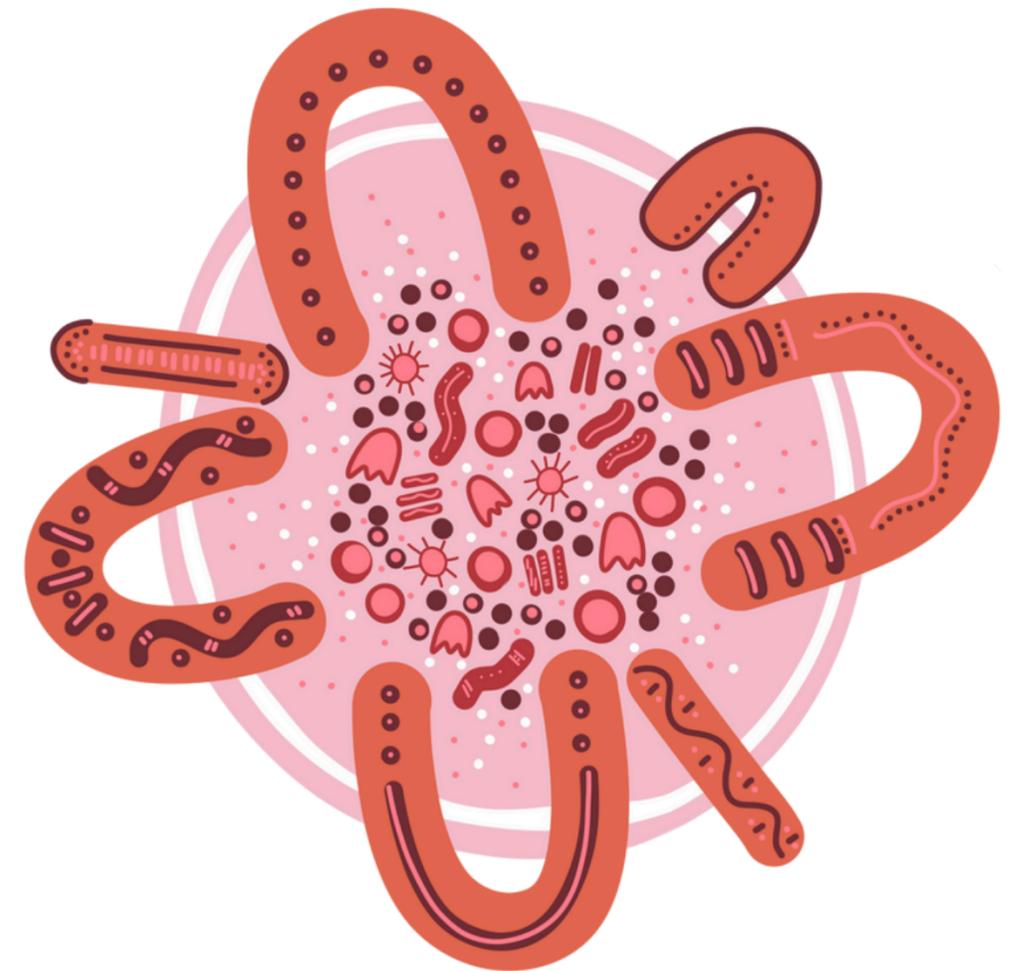
Built with Purpose:

The Story Behind Awaken

Awaken Energy was created to drive meaningful change — not just in the energy industry, but in the lives of everyday Australians.

Founded by a team passionate about sustainability, community, and Aboriginal economic empowerment, Awaken began with a bold vision: to generate clean energy on Aboriginal land and deliver it directly to customers — without the green premium.

To build toward that goal, we started as energy consultants for trusted partners like Origin Energy. This allows us to grow sustainably, strengthen industry partnerships, and generate the revenue needed to bring our long-term vision to life.



Every step we take is a step toward that future — and every team member plays a role in making it happen.

Meet the Directors

At Awaken, we're a small but passionate team working toward big goals. Whether you're in the field or behind the scenes, we're all here to support each other — and you're now part of that journey.



Josh Chislett

Director &
Campaign Manager

Josh brings extensive experience in energy consulting, operations, and leadership. He's driven by a commitment to building ethical, people-first energy solutions that support both customers and community impact.



Jacob Hegedus

Director & CFO

Jacob brings a strong background in stakeholder engagement, Indigenous affairs, and community-led development. He plays a key role in ensuring Awaken's partnerships are culturally respectful and future-focused.

Target Audience

As a Third Party Provider supporting retailers like Origin Energy, Awaken's current focus is on business-to-business (B2B) energy sales.

Our sales reps work with small to medium-sized businesses who want to understand their options and find better value for their electricity needs.

We typically engage:

- Small business owners and operators
- Businesses in retail, hospitality, trades, and services
- Cost-conscious decision-makers open to comparison
- Customers with limited time or energy knowledge
- People looking for simple, honest, and real savings

Your role is to make the experience clear, helpful, and transparent — building trust while connecting each business with a solution that works for them.





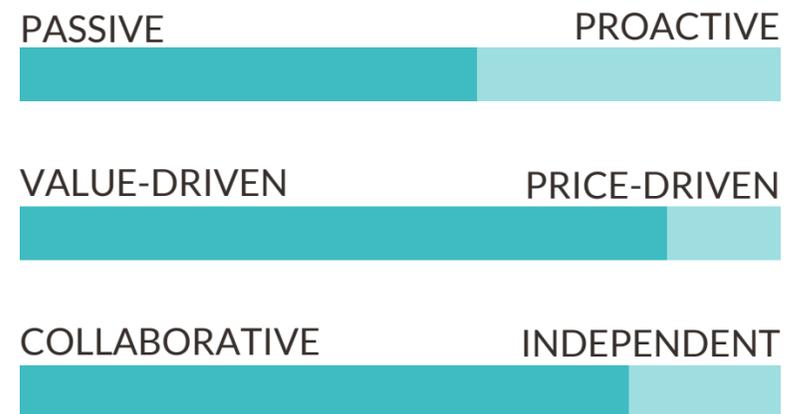
REBECCA NGUYEN

Age : 38
Job Title : Owner
Industry : Boutique Hair Salon
Location : Marrickville, NSW

Energy Goals

- Reduce rising operating costs
- Understand how her business uses energy

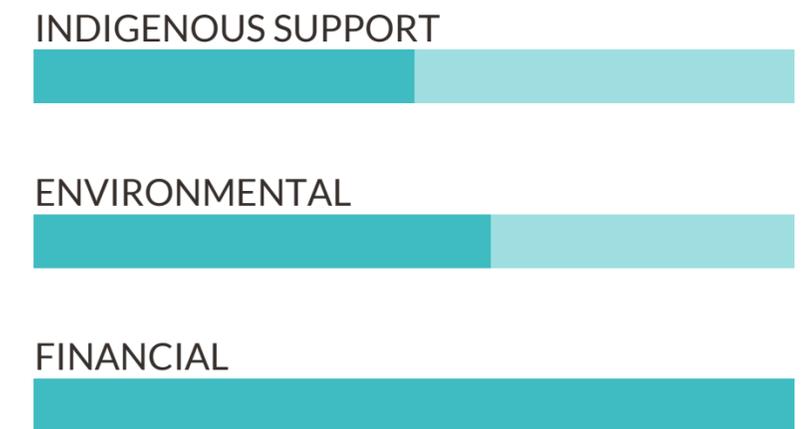
Decision Style



Challenges

- Too busy to compare plans herself
- Confused by complex energy bills

Key Motivators



WALK-IN VISIT
FROM SALES
REP

LEFT-BEHIND
FLYER WITH
QR CODE

FOLLOW-UP
CALL TO
BOOK A
COMPARISON



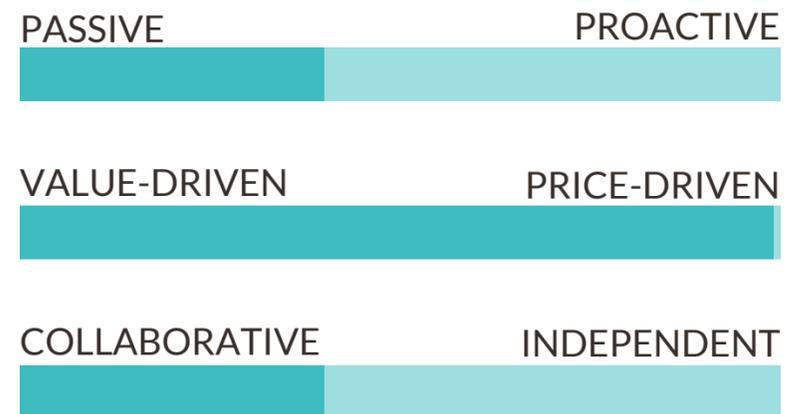
TONY CARUSO

Age : 51
Job Title : Manager
Industry : Auto Workshop
Location : Werribee, VIC

Energy Goals

- Lower bills for high day-time usage
- Avoid bill shocks with clearer pricing

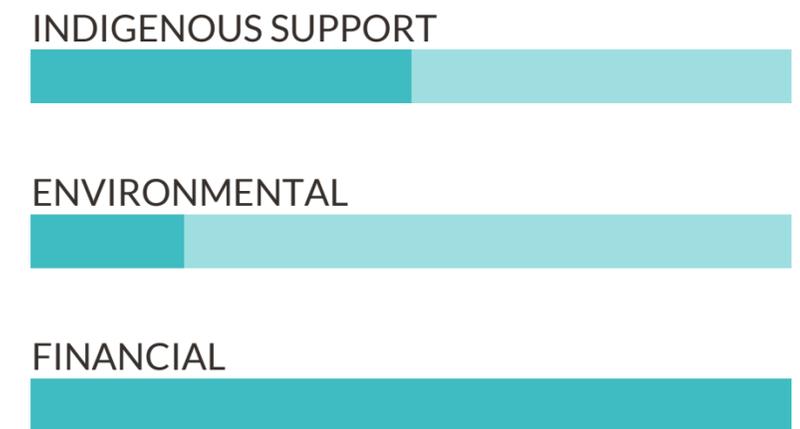
Decision Style



Challenges

- Doesn't trust energy companies
- Focused on keeping margins tight

Key Motivators



REP STOPPED
IN DURING
THE DAY

WORD OF
MOUTH
REFERRAL

REPLIED TO
SMS
FOLLOW-UP

Our Mission



At Awaken, we generate clean, sustainable energy on remote Aboriginal lands to help power Australia, reduce carbon emissions, and make green energy affordable for everyone.

We do this by partnering with Traditional Landholders on renewable energy projects that feed into the National Electricity Market (NEM), increasing supply and helping to lower wholesale costs.

Our mission is to lead the transition to green energy by ensuring all Australians – not just some – have access to reliable, sustainable, and affordable power. Through these partnerships, we aim to solve Australia's energy challenges while creating a brighter, more inclusive future.

At Awaken, we envision becoming the trusted name Australians turn to for clean, sustainable energy generation.

Our Vision

Our goal is to deliver affordable, reliable energy while building meaningful connections with the communities we serve.

By investing in solar farms across regional Australia, we aim to create jobs, drive economic growth, and lead the nation toward a net-zero future.

Through education, inclusivity, and a strong commitment to Indigenous representation, we strive to unite all Australians under a shared vision of sustainability, trust, and cultural respect.

Our Brand Promise

At Awaken Energy, everything we do today is building toward a bold, sustainable future.

While we currently operate as energy consultants for trusted retailers, this promise guides every partnership we form, every conversation we have, and every opportunity we pursue.

We're not just here to sell energy. We're here to shift the industry — and you're now part of that mission.

We promise to put people and purpose first — delivering energy solutions that are honest, affordable, and aligned with a more sustainable future.

Guided by strong community values and long-term partnerships, we're working toward a future where clean energy is generated on Aboriginal lands and shared with all Australians.

How we uphold company values?

These values guide how we work, how we serve, and how we grow together.

Respect

We honour people, culture, and country in everything we do.

- We build genuine partnerships with customers, colleagues, and communities
- We listen actively and speak with integrity
- We respect diverse perspectives and lived experiences

Reliability

We do what we say – and we do it well.

- We deliver consistent, high-quality support to our partners and customers
- We follow through, take responsibility, and own our role
- We uphold industry compliance in every interaction

Sustainability

We act for the future, not just the now.

- We support clean energy and ethical practices
- We prioritise long-term outcomes over short-term gain
- We align our work with social, environmental, and community goals

Approachability

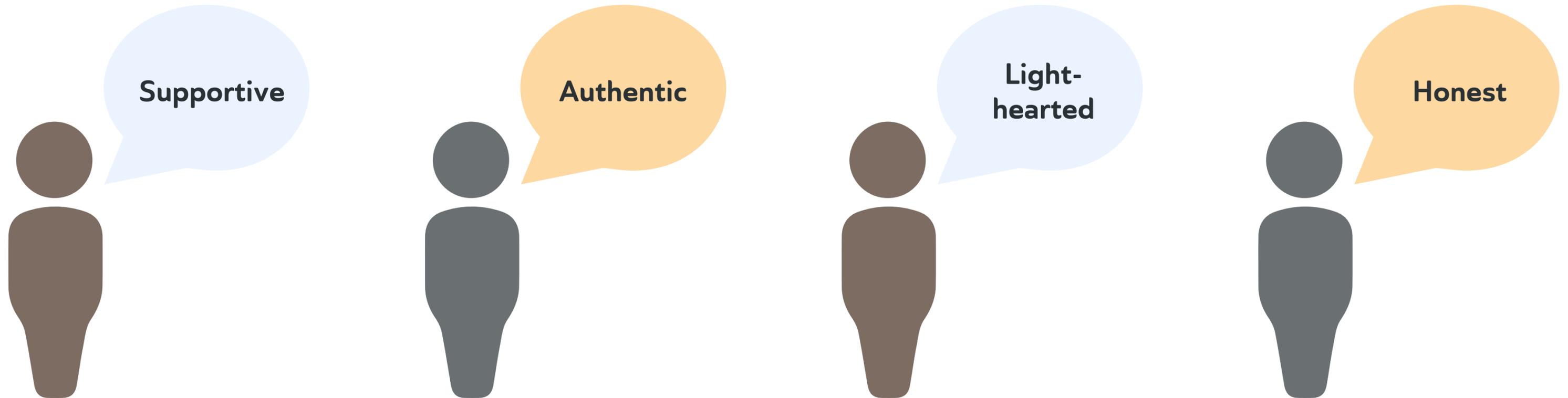
We're friendly, human, and easy to deal with.

- We use clear, simple language that builds trust
- We create a supportive space for questions, learning, and feedback
- We bring warmth and honesty to every conversation.

Brand Personality and Voice

At Awaken, our voice reflects who we are — approachable, trustworthy, and grounded in purpose. We're here to help, not to hard sell, and we communicate in a way that feels calm, respectful, and real.

Our tone is always warm and human, never robotic or pushy. Whether we're speaking to customers or colleagues, we value clarity, honesty, and integrity in every interaction. It's not about polished scripts — it's about showing up as genuine people who care.



What we stand for

Awaken Energy is more than just a service provider — we're a values-led business with a clear purpose.

We stand for:

- Affordable, clean energy — without the premium
- Empowering Indigenous communities through meaningful partnerships
- Cultural respect and representation in the energy sector
- Transparency and fairness in every customer interaction
- Supporting the transition to a sustainable future for all Australians

Everything we do — from the way we sell to the way we speak — is guided by these principles.



What We Expect From You

At Awaken, we all represent the brand – through our words, actions, and attitude. We expect our team to lead with respect, integrity, and professionalism in every interaction.

Here's what we expect from you:

- **Show Respect** – to customers, teammates, community, and culture
- **Act Professionally** – be punctual, prepared, and courteous at all times
- **Be Honest** – give clear, accurate information and speak up if you need support
- **Take Responsibility** – own your role, follow through, and meet compliance standards
- **Work with Integrity** – do the right thing, even when no one's watching
- **Support the Team** – share knowledge, ask questions, and be open to feedback

When you uphold these behaviours, you help build trust – with our customers, our partners, and each other.



What You Can Expect From Awaken

We don't just care about what you do — we care about how you experience it.

Here's what you can expect from us:

- **A Supportive Environment** – where questions are welcome and you're never left to figure things out alone
- **Thorough Training** – with clear, step-by-step guidance to help you succeed in your role
- **Fair Recognition** – your hard work, consistency, and commitment won't go unnoticed
- **Room to Grow** – we'll support your development, skills, and career goals
- **A Team That Has Your Back** – we work together, we celebrate together, and we rise together

At Awaken, you're not just part of a business — you're part of a bigger mission.
And we're with you every step of the way.



Workplace Policies Workbook

Check in on what you've learned about who we are, what we stand for, and how your role supports Awaken's mission and community impact.





We hope this training has helped to awaken your enthusiasm and energise your potential as you step into your roles in the energy sales industry. Your passion is the spark that will drive our success at Awaken Energy, lighting the way to a brighter, more sustainable future. Embrace the journey and let your energy shine!