

# Media Release

**Mr Danny Pearson MP**

Minister for Economic Growth and Jobs

Minister for Finance



Thursday, 12 June 2025

## GLOBAL ENERGY COMPANY CHARGING UP IN VICTORIA

The Allan Labor Government is backing business growth in Victoria with a world-leading energy storage company set to expand its Australian headquarters in Melbourne, creating up to 100 highly skilled jobs and increasing Victoria's renewable energy capabilities.

Minister for Economic Growth and Jobs Danny Pearson has announced global energy storage company Fluence is expanding its national HQ in Melbourne, which will accelerate the local battery storage technology industry.

Fluence's expansion will support skilled local jobs and boost local supply chains – all while supporting our ambitious renewable energy targets.

Established in 2018 and headquartered in the US, Fluence Energy is a global leader in grid-scale battery energy storage systems (BESS) and innovative technology to power the clean energy future.

Australia is Fluence's second largest market outside the US and is involved in several major energy projects in Victoria, including in the Latrobe Valley.

Fluence's decision to grow its footprint in the state strengthens Victoria's reputation as the ideal destination for renewable energy and cleantech investment. It comes after Italian energy storage company Energy Dome recently established its APAC headquarters in Melbourne, also backed by the Labor Government.

The Labor Government is investing in renewable technology to meet our world-leading target of 95 per cent renewable energy by 2035 – with Victoria's energy workforce projected to grow to over 67,000 workers in 2040.

Backing global leaders to invest in Victoria is unlocking the state's economic growth opportunities, creating jobs and supporting innovation and new ideas – a key pillar of the Labor Government's *Economic Growth Statement*.

### Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

*"Victoria is the ideal location for innovative companies like Fluence to invest and grow."*

*"Supporting global leaders to expand in Victoria is paving the way for our renewable energy transition while also boosting economic growth, backing local industries and creating local jobs."*

### Quotes attributable to Minister for Energy and Resources Lily D'Ambrosio

*"We're proud to lead the nation in renewable energy and battery storage which is key to storing our cheap renewable energy for when its needed most."*

*"Fluence's expansion in Melbourne is a strong vote of confidence in our energy transition, creating jobs and helping lower energy bills."*

### Quotes attributable to Fluence Australia General Manager Jason Beer

*"Large-scale battery storage systems are helping to create a more resilient grid and unlock the full potential of renewable portfolios in Australia."*

**Media contact:** Liam Mcallister 0488 771 334 | [liam.mcallister@minstaff.vic.gov.au](mailto:liam.mcallister@minstaff.vic.gov.au)

*Fluence welcomes the Victorian Government's continued commitment to renewable energy solutions and Fluence's growth in Australia."*