

Wattly gives warm welcome to new board advisor Jo Hoatson

Canonical: <https://northmoregordon.com/news/wattly-welcomes-new-board-advisor-jo-hoatson/>

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About this update

This dated news record has been reorganised for clear reading and connected to current guidance.

Publication date: October 21, 2020.

Status note: Present-tense statements, market figures, deadlines and program details in the archived record belong to its publication date. Check current official sources before making a decision.

What this article reported

We are excited to formally introduce Jo Hoatson who has joined Wattly as Board Advisor.

Jo has an impressive history and extensive experience in the energy efficiency industry as the founder of National Carbon Bank of Australia (NCBA). She grew her business to be the largest certificate creator under an accreditation in New South Wales, during the period that Wattly grew to be the largest in Victoria.

NCBA participated in driving significant reduction in emissions over that time period and Jo proved her capabilities by leading NCBA to be the first ever to reach the highest volumetric limit ever awarded by IPART (the Scheme Administrator).

"We're thrilled to have Jo advising the board, she has already provided valuable insights and direction. Jo has a wealth of experience in the Energy Saving industry having successfully built the most successful business under the NSW programs and operating as a significant player in Victoria and the National Emissions Reduction Fund. Jo brings another level of depth to the business with experience in carbon farming, complex energy efficiencies and carbon methodologies She also worked through the process of selling that business. She brings lots of strong sales experience, enthusiasm and knowledge to the table." - Hamish McGovern, Wattly Managing Director.

Prior to selling NCBA, Jo built up a significant portfolio of Measurement & Verifications (M&V;) projects in the business. That component of NCBA was acquired by the Northmore Gordon division of Wattly and this sector is now a significant opportunity and focus for the Group. Wattly has secured key resources and clients in NSW to become the largest dedicated energy efficiency service provider in Australia for Commercial and Industrial upgrades using the Measurement and Verification method under the energy efficiency government programs.

"I am very pleased to contribute to the company's growth and profitability through sales, governance and operational initiatives" - Jo Hoatson.

How to use this information now

For current use, confirm the applicable scheme rules, regulator notices, market date and reporting period. Keep historical prices or forecasts separate from present quotes and verified outcomes.

Separate source-reported facts from forecasts, targets and commentary. For a current project, retain the official source, version, effective date, assumptions and decision record in the evidence file.

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Who is Jo Hoatson and what is her background in energy efficiency?

Jo Hoatson founded the National Carbon Bank of Australia (NCBA) and grew it to become the largest certificate creator under a single accreditation in New South Wales. During the same period, Wattly achieved equivalent market leadership in Victoria. Jo led NCBA to reach the highest volumetric limit ever awarded by IPART (Independent Pricing and Regulatory Tribunal), the Scheme Administrator. Her experience spans energy efficiency certificate creation, carbon farming, complex energy methodologies, and the commercial process of selling an established energy services business. She brings proven sales expertise and operational knowledge across multiple energy efficiency programs in NSW, Victoria, and the National Emissions Reduction Fund.

What is Jo Hoatson's new role at Wattly, and what did she say about it?

Jo Hoatson joined Wattly as Board Advisor, announced on October 21, 2020. Regarding her appointment, she stated: 'I am very pleased to contribute to our growth and profitability through sales, governance and operational initiatives.' This signals her focus on strategic business development, governance oversight, and operational improvement. Her role combines advisory capacity at board level with direct contribution to sales performance and company-wide initiatives, leveraging her established track record in building and scaling energy efficiency businesses.

What was Northmore Gordon's role in acquiring NCBA's Measurement & Verification portfolio?

Prior to selling NCBA, Jo Hoatson built a significant portfolio of Measurement & Verification (M&V;) projects within that business. The Northmore Gordon division of Wattly acquired this M&V; component, positioning it as a major operational asset for the Group. This acquisition enabled Northmore Gordon to secure key resources and clients in NSW, establishing itself as the largest dedicated energy efficiency service provider in Australia for Commercial and Industrial upgrades using the Measurement and Verification method under government energy efficiency programs. The M&V; sector is now identified as a significant opportunity and strategic focus for the Group.

How does Jo Hoatson's M&V; experience benefit Northmore Gordon's service capability?

Jo Hoatson's substantial M&V; project portfolio, built during her time at NCBA, transferred to Northmore Gordon and represents both client relationships and operational expertise in implementing measurement and verification methodologies. M&V; services are core to our offerings, covering project-boundary selection, baseline modelling, savings calculation, and reporting. Jo's experience in building, scaling, and commercializing M&V; work directly strengthens our capacity to deliver these services and helps the organization maintain market leadership in energy efficiency assessment and verification across Commercial and Industrial sectors using government program pathways.

What did Wattly's Managing Director say about Jo Hoatson's appointment?

Hamish McGovern, Wattly Managing Director, stated: 'We're thrilled to have Jo advising the board, she has already provided valuable insights and direction. Jo has a wealth of experience in the Energy Saving industry having successfully built the most successful business under the NSW programs and operating as a significant player in Victoria and the National Emissions Reduction Fund. Jo brings another level of depth to the business with experience in carbon farming, complex energy efficiencies and carbon methodologies. She also worked through the process of selling that business. She brings lots of strong sales experience, enthusiasm and knowledge to the table.' This reflects confidence in her strategic value and immediate operational contributions.

How does Jo Hoatson's background span multiple energy efficiency programs and jurisdictions?

Jo Hoatson's experience encompasses leadership in New South Wales Energy Savings Scheme (where NCBA became the largest certificate creator under single accreditation), significant operations in Victoria's energy efficiency market, and participation in the National Emissions Reduction Fund. Her background also includes carbon farming and complex carbon methodologies. This multi-jurisdictional and multi-program experience positions her to advise Northmore Gordon on navigating Australia's diverse energy efficiency regulatory landscape, which spans NSW ESS, Victorian Energy Upgrades, ACCU schemes, and related certificate pathways that require different methodologies, evidence standards, and commercial approaches across states and programs.

What commercial expertise does Jo Hoatson bring from selling NCBA?

Jo Hoatson successfully built NCBA as the largest certificate creator under NSW accreditation and then managed the business through a commercial sale process. Her experience includes scaling operations, achieving regulatory milestones (the highest volumetric limit awarded by IPART), managing client relationships, and executing a corporate exit. This experience informs her contributions to Wattly's growth, profitability, governance, and sales strategy. Her understanding of what makes an energy services business valuable—market position, regulatory credibility, client base, and operational efficiency—directly applies to advising Northmore Gordon and the broader Group on scaling its energy optimization and carbon management service offerings.

Why is the Measurement & Verification market described as a significant opportunity for Northmore Gordon?

M&V; is central to proving energy savings in government-accredited schemes, particularly for Commercial and Industrial upgrades under programs like NSW ESS and Victorian Energy Upgrades. These schemes require credible, independently verified savings to create eligible certificates and support funding claims. Our acquisition of NCBA's M&V; portfolio, combined with Jo Hoatson's expertise and network, positioned the organization as Australia's largest dedicated M&V; provider in this sector. This represents a significant opportunity because organizations pursuing energy efficiency upgrades, renewable projects, or certificate claims require robust M&V; services to establish baselines, measure boundaries, document implementation, and calculate verified savings—core services we deliver.