

# ANNUAL REPORT

2016-2017





# CONTENTS

<b>100% Renewable: Who We Are</b>	2
<b>Letter from the National Director</b>	3
<b>Campaigns 2016-2017</b>	4
Repowering Port Augusta	4
Defending Solar and Renewables	6
100% Renewables Roadshow	8
Fair Price for Solar	10
<b>Organising 2016-2017</b>	12
Queensland	12
South Australia	15
New South Wales	16
<b>Media 2016-2017</b>	19
Media	19
Social Media	20
<b>Meet the Team</b>	23
<b>Financial Statement</b>	24
<b>Thank You</b>	26



# 100% WHO WE ARE RENEWABLE

100% Renewable is a community-initiated campaign working to move Australia towards a future powered entirely by clean, renewable energy.

Through a nationwide community organising program we empower local leaders to build community power, engage decision makers and win measures that boost the development of renewable energy in Australia.

Since our launch six years ago we have worked with more than 100 community groups around the country and built a supporter base of more than 100,000 people.

**100% Renewable is non-partisan and has no affiliations with any political party.**

## 2016–2017 Solar Citizens

In 2016–2017, Solar Citizens demonstrated time and time again the effect people power can have on influencing our nation. Alongside local community members, and in collaboration with Repower Port Augusta and the Australian Youth Climate Coalition (AYCC), this year we had a huge win when it was finally announced that a solar thermal with storage plant — the first of its kind worldwide — will be constructed in Port Augusta, five years after the community kicked off the campaign.

Attacks on the rights of solar owners have continued, but Solar Citizens have been there, ready to respond at a moment's notice. In a powerful display of community action, together with our colleagues from across the climate movement and renewables sector,

we saved the Australian Renewable Energy Agency (ARENA) from being gutted and stopped the Federal Government legislating a change to the Clean Energy Finance Corporation (CEFC) that would allow it to fund so-called “clean coal.”

Over the past year Solar Citizens' supporter base grew by 16,481 everyday people who want to see solar get a fair go. We achieved this by getting out in the community, holding stalls, having conversations, and acting collectively to stop moves to unfairly target solar owners. Thanks to the long hours put in by thousands of volunteers and supporters, Solar Citizens has remained a trusted voice in the ongoing energy debate across the country, and we have continued to have an impact bigger than expected.

## 2016–2017 Achievements

- Grew from 85,218 to 101,699 supporters.
- Nailed 133 media mentions with print, broadcast and online outlets.
- Saved \$800 million of ARENA's funding when the institution was headed for complete annihilation.
- Secured a Fair Price for Solar in Victoria, a feed-in tariff that recognises the environmental benefits rooftop solar delivers to the whole community — an Australian first.
- Worked alongside the Port Augusta community to secure the construction of one of the world's biggest solar thermal plants with storage.
- For the second time, we stopped the AEMC from floating a proposal that would allow retailers to charge solar owners for exporting their clean power to the grid.
- Halted the Turnbull Government when it wanted to introduce legislation that would have allowed the CEFC to fund so-called “clean coal.”
- Hosted 100% Renewables Roadshow information events that were attended by eleven target politicians and almost 1,000 people.
- Pressured IPART to increase the voluntary ‘benchmark’ range for feed-in tariffs to 11.9–15c in NSW — a decision that was made after our supporters lodged 1,400 submissions.
- Developed our first comprehensive strategic plan for 2017–2020, involving volunteers and stakeholders from across Australia.

## LETTER FROM THE **NATIONAL DIRECTOR**

I'm writing this letter as we hurtle down the Princes Highway from Port Augusta to Adelaide, one day after celebrating a groundbreaking win that will change our nation for the better.

The 150 megawatt solar thermal with storage plant set to be built in Port Augusta is the largest of its kind worldwide. It will mean clean, solar power will be available for South Australians, saving on bills and reducing emissions by the equivalent of 200,000 cars every single year. It will create 650 jobs during construction and another 50 ongoing jobs. Importantly, the project will protect the health and livelihoods of local people who have struggled with the impacts of coal-fired plants in the town and the unplanned closure of these plants in 2016.

100% Renewable was one of many organisations that supported the Repower Port Augusta community campaign over the five long years before it succeeded. And this victory is a demonstration of what community organising is: everyday people using creativity, persistence and relationships to bring positive change to their communities.

This year we have won a fairer price for solar in Victoria, that reflects the environmental contribution rooftop PV makes to the entire community, and we have seen an expansion of the guaranteed feed-in tariff scheme to regional Queensland, reflecting our election campaigns in both states in recent years. We've halted attempts to impose unfair discriminatory fees on solar owners and made sure our vision for solar is front and centre in the energy debate. We've stopped attacks on ARENA and the CEFC again. We have shown to people all over the country how we can shift to 100% renewable power by 2030.

We have also worked hard across the last year to strengthen our organisation, running an evaluation and planning project that has resulted in our 2017-2020 Strategic Plan. This important piece of work involved volunteers, staff, funders, a broad range of stakeholders and the 100% Renewable Steering Committee. It's a big achievement and I'd like to thank everyone involved.

This report also comes as I depart my role at Solar Citizens for new challenges. It has been such a privilege to lead this organisation in the past 3.5 years and I can't thank you enough for supporting me and the team in our work.



I intend to remain actively involved in this unique organisation that has such a sunny outlook on the future we are facing. I am excited about what comes next for our country — after all, when it comes to renewables, we have the world at our feet.

It has been an honour to work closely with you all: Solar Citizens' dedicated volunteers, staff, supporters, steering committee members and colleagues through the environmental and climate movements, union movement, social services sector, and solar/renewables industry and politicians who share our vision. Together we are striving for what must become reality: a safe, healthy future for all Australians achieved with fair, affordable access to 100% renewables.

**Thank you again for being part of this movement, you are why we are who we are today.**

A handwritten signature in black ink, appearing to read 'Claire O'Rourke'.

**Claire O'Rourke**  
National Director (2014-2017)

# WE DID IT! REPOWERING PORT AUGUSTA

After a huge community effort lasting over five years, Port Augusta will become home to the world's largest solar thermal plant with storage!

The South Australian community of Port Augusta campaigned for five years for a solar thermal plant to be built in their town to replace the now closed coal-fired power stations. Solar Citizens has been part of the Repower Port Augusta Alliance throughout the campaign, but has stepped up over the last year in partnership with the local community and the Australian Youth Climate Coalition in a final push to get the campaign over the line.

This is a huge victory for people power, one that shows what we can achieve when community members and a diverse range of allies take action. Together, our campaign has secured a \$650 million solar thermal power station to be built in Port Augusta, creating cheaper energy for SA, reducing pollution and creating new jobs. We can't think of anywhere else in the world that a community campaign has achieved something of this scale.

**PHOTO:** The PS10 Solar Power Station.  
The world's first commercial concentrating solar power tower near Seville, in Andalusia, Spain. Construction began in 2004 and it started operating in 2007. © Greenpeace



## Together, we've:

- Secured a commitment from the South Australian Government to purchase power from a solar thermal plant in Port Augusta. This was the key to winning the campaign.
- Secured a \$110 million equity investment in the Federal Government's budget to support solar thermal in Port Augusta.
- Collected over 7,500 signatures in support of solar thermal that was presented to Premier Weatherill in June.
- Organised a rally of over 500 South Australians at Parliament House getting statewide media coverage.



## THANK YOU TO EVERYONE

who has supported the campaign over many years, especially local community members who formed Repower Port Augusta, the City Council, unions, health groups, local business, renewable energy and environment groups and of course every Solar Citizen who took action. **We couldn't have done this without you!**



SolarCitizens



**LEFT:** Port Augusta locals Lisa Lumsden and Gary Rowbottom, along with Dan Spencer (Solar Citizens) and Maddie Sarre (AYCC), present SA Premier Jay Weatherill with the results of state-wide vote.

**BELOW:** Hundreds turned out to rally in South Australia ahead of the State Government's decision to back solar thermal in Port Augusta.



# DEFENDING SOLAR AND RENEWABLES

## ARENA saved again

The Australian Renewable Energy Agency (ARENA) plays a crucial role in supporting Australia as a global leader in renewable energy research and development. Since its inception in 2010, the agency has created the most efficient solar PV and other renewable energy technologies in the world, and helped push solar down the cost curve.

It was unthinkable, but ARENA was under threat once again in September 2016, when the Federal Government attempted to strip a whopping \$1.3 billion in funding from ARENA in an ‘Omnibus Savings Bill.’

Solar Citizens from around Australia quickly mobilised — supporters marched into their MP’s offices, made hundreds of phone calls and sent more than 4,000 emails to our political leaders, calling on them to save ARENA. We were joined in our campaign by Dr Nick Engerer, a researcher at the Australian National University, and Dr Richard Corkish, Chief Operating Officer at the Australian Centre for Advanced Photovoltaics at the University of New South Wales.

**Together, we saved \$800 million of ARENA’s funding.**



## Save the CEFC

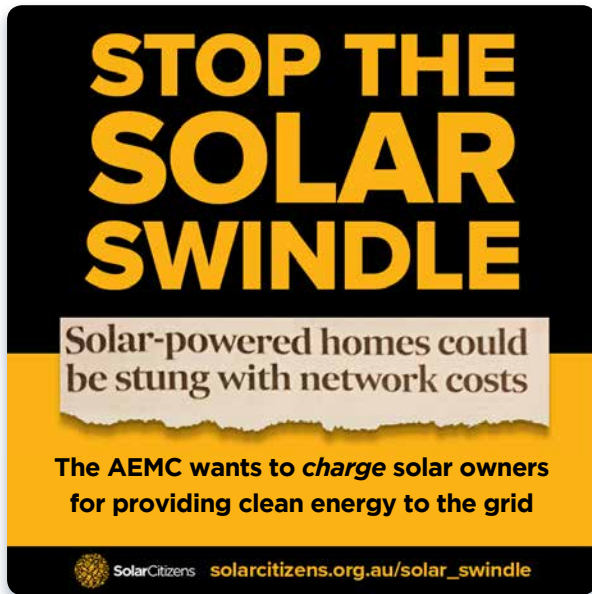
Early in 2017, the Turnbull Government was threatening to use money meant for clean energy to fund new coal power.

At the end of May, the Federal Energy Minister Josh Frydenberg announced the Turnbull Government’s legislation to change the rules of the Clean Energy Finance Corporation (CEFC),

Australia’s “green bank” that enables accelerated investment in renewables, so it can finance so-called “clean coal,” the most expensive and polluting form of new energy generation.

Solar Citizens across Australia sent more than 3,400 emails to Josh Frydenberg and Prime Minister Turnbull to save the CEFC. While we know government subsidies for coal are still being tossed about, we haven’t seen movement on this CEFC legislation yet — and if we do, we’re ready to act to defend the CEFC’s mandate.





## Stop the Solar Swindle

In June 2017, the Australian Energy Market Commission (AEMC), the rule makers in our energy system, put out a lengthy 'discussion paper.' Buried in the detail was a proposal to allow solar owners to be charged by retailers for exporting their sun power to the grid.

**We called it what it was, a Solar Swindle, and Solar Citizens quickly galvanised, collecting more than 10,000 signatures to a petition to the State Premiers and Energy Ministers to rule it out, and 2,500 submissions made directly to the AEMC.**

This was backed up by meetings with the AEMC and key state policy advisers. At the end of August 2017, we had a win! The AEMC quietly dropped the idea from its final report.

This is the second time Solar Citizens has successfully stopped the AEMC introducing unfair solar charges after a similar attempt by the rule-maker in 2013. We stopped them then, we stopped them this year and we'll do it again if it crops up again.

## Build Big Storage

In the wake of the SA blackouts and in the midst of the ensuing energy wars that saw our Federal Government pursue a love affair with "clean coal," Solar Citizens launched a campaign calling on our leaders to build sensible big solar and storage, including constructing a 24-hour solar thermal plant at Port Augusta. More than 6,500 Solar Citizens from across the country signed the petition, including more than 1,000 new supporters.

Since we launched this petition, the SA Government has announced it will build the world's largest solar thermal plant with storage at Port Augusta and announced its partnership with Tesla to build the world's biggest Lithium-ion battery right here in Australia.



# 100% RENEWABLES ROADSHOW

Solar Citizens kicked off the 100% Renewables Roadshow in late 2016. We travelled around the country to showcase the Homegrown Power Plan and put pressure on newly elected federal MPs to get on board with renewable energy.

There were events in Adelaide, Melbourne, Parramatta, Brisbane, Armidale and Lismore.

**Almost 1,000 people attended, as well as eleven target politicians, eleven expert speakers and over fifty volunteers who helped make the events a smashing success.**

## Queensland

Solar Citizens held a highly successful Renewables Roadshow event in Brisbane, where we launched a new collaboration, the Sun-Powered Queensland Campaign. More than 200 supporters came along to hear community renewables guru Luke Reade from Energetic Communities and Solar Citizens' National Director Claire O'Rourke present the Homegrown Power Plan. The night came to a close with the QLD Energy Minister Mark Bailey and QLD Environment Minister Steven Miles taking the stage to reaffirm their commitment to renewable energy and a cleaner future.



**ABOVE:** People were eager to participate at the 100% Renewables Roadshow in Brisbane. **TOP RIGHT:** The crowd at the 100% Renewables Roadshow in Brisbane. **BOTTOM RIGHT (L-R):** Luke Reade from Energetic Communities, QLD Energy Minister Mark Bailey, and Solar Citizens' National Director, Claire O'Rourke.

## New South Wales

In NSW Solar Citizens hosted three 100% Renewables Roadshow events: in the Northern Rivers, Armidale and Western Sydney. These forums were well supported by volunteers across the state and had great attendance rates. Several key politicians attended, including: Adam Searle, Jeremy Buckingham, Adam Marshall and Chris Gulaptis. These events also launched the Fair Price for Solar campaign.



**ABOVE:** 100% Renewables Roadshow in Parramatta.  
**TOP RIGHT:** 100% Renewables Roadshow in Armidale.  
**BOTTOM RIGHT:** 100% Renewables Roadshow in Northern Rivers.

## South Australia

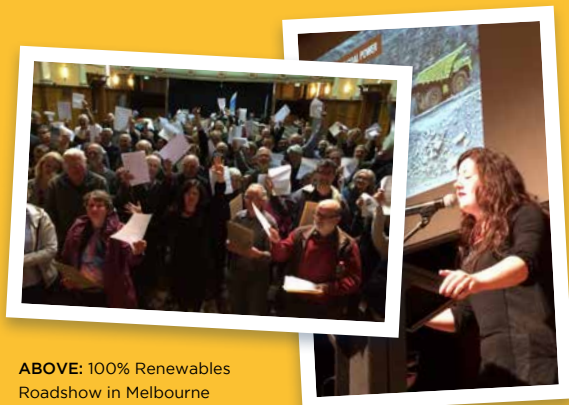
The Adelaide 100% Renewable Roadshow event ran smoothly and was well attended, thanks to the tireless effort of the SA volunteer team. Impressively, the forum attracted experts including energy economist Bruce Mountain and South Australia's Opposition Energy Spokesperson Dan Van Holst Pellekaan.



**ABOVE:** 100% Renewables Roadshow in Adelaide.  
**RIGHT:** Claire O'Rourke, National Director

## Victoria

Experts including the Community Power Agency/ ISF's Nicky Ison and Dan Musil from Victoria's Earthworker Cooperative lit up the stage in Melbourne as part of a robust discussion of 100% renewables and the nitty gritty of public policy settings that we know will make it all possible.



**ABOVE:** 100% Renewables Roadshow in Melbourne  
**RIGHT:** Nicky Ison from Community Power Agency

# FAIR PRICE FOR SOLAR

At the close of 2016, the first state-based solar bonus schemes were set to expire, which resulted in 260,000 households losing their premium feed-in tariff. This meant that more than two-thirds of Australia's solar households would be getting the much lower market rate that the retailers were paying.

Across the country, solar owners were getting all time low prices for the clean solar power they were sending back to the grid — in NSW and south-east Queensland there was no minimum and retailers could pay very low rates or even zero for solar exports. Most solar households were receiving around 5-6c per kWh for the rooftop solar electricity they sold back to the grid, less than a quarter of what they have to pay the retailer to buy electricity from the grid.

A key policy in the Homegrown Power Plan is a feed-in tariff that rewards people for contributing to the grid, one that ensures the many benefits of rooftop solar are reflected in the price solar households receive. A fair feed-in tariff is good for existing solar owners, and it helps stimulate growth in the rooftop solar industry by making solar a better financial proposition.

With the Homegrown Power Plan policy solution ready to go, Solar Citizens worked alongside other organisations to crunch the numbers and determine exactly what value rooftop solar provides to all consumers. This value considered grid savings, as well as the environmental and health benefits — factors that vary between states. On average, a fair feed-in tariff price was established to be between 10-18c per kWh.

At the end of 2016, the Fair Price for Solar campaign kicked off at the Western Sydney 100% Renewable Roadshow event. The initial focus of the campaign has been on New South Wales, where all 360,000+ solar owners in the state were left to negotiate their feed-in tariff with big retailers. Solar Citizens has also engaged with feed-in tariff inquiries in South Australia, Queensland and Victoria, and with the help of this process, in February 2017 we had our first win of the campaign with the announcement that Victoria was legislating a mandated minimum feed-in tariff for solar owners across the state.

In Queensland and South Australia there have been a few setbacks: the Queensland Productivity Commission and Essential Services Commission's reports on feed-in tariffs contained very disappointing recommendations. However, there have been silver linings with the Queensland Government recently committing to increasing the size of systems eligible to receive a feed-in tariff.



## Fairer Price for Solar in Victoria

In February 2017, the Victorian Government introduced legislation for a mandated minimum feed-in tariff for all solar households. Importantly, this feed-in tariff includes a price for the environmental benefits that rooftop solar provides as well as the wholesale price of power. The legislation also allows for the health benefits of solar to be priced in coming years. It came into effect on July 1, 2017 and sees solar households receive a minimum of 11.3c/kWh. Victoria is the first state to bring back a mandated feed-in tariff and the first to ensure that the wider benefits of rooftop solar, such as the environmental and health benefits, are taken into account.

## NSW Fair price progress

After postcards, emails and MP meetings, the NSW Energy Minister Don Harwin asked the Independent Pricing and Regulatory Tribunal (IPART) to review the solar feed-in tariffs for 2017-18. We jumped on the opportunity to make a Fair Price for Solar central – 1,400 Solar Citizens from around the state made submissions to the IPART review.

Sydney volunteers gathered these up, and with Sunny leading the way, hand delivered them to the IPART office. It's safe to say that they've rarely received 1,400 submissions and definitely never had them handed in by a giant sun! The IPART decision increased the voluntary 'benchmark range' for feed-in tariffs in NSW to between 11.9-15c per kWh. While this is a great result, and within our range for a fair price, it's largely due to the increased wholesale price of electricity, it still doesn't take into account the environmental and social benefits of rooftop solar and is still voluntary.



There's more work to be done but multi-partisan support is building with the Opposition Leader Luke Foley using his Budget Reply speech to support Solar Citizens' call and saying that they support "a fair minimum solar tariff – so that households with rooftop solar are paid fairly for the power they generate." When both sides of Government are speaking the campaign language, it's clear community action is effective.

## Life after FiTs

The end of the Solar Bonus Schemes was set to have a big impact on households across the country who would be receiving a lot less for their solar power by January 2017. Solar Citizens aimed to prepare households as much as possible, so immediately following the Federal election an information campaign about life after feed-in tariffs was launched in collaboration with the Alternative Technology Association, Community Power Agency and Total Environment Centre.

The information campaign included practical information on which tariffs were coming to an end and five steps for households to make the most out of their solar. The launch attracted a lot of media coverage, which Solar Citizens made the most of by talking up a key component of the Homegrown Power Plan, a fair price for solar. A big shout out to long-time volunteer Peter Youll for starring in some great coverage across Channel 7 and the ABC.



# THE SUNSHINE STATE HEATS UP

Solar Citizens has doggedly pursued Queensland Labor to implement commitments made when it formed government at the 2015 state election. Since polling day, energy has become one of the most hotly contested issues in the Sunshine State.

## Q-RET: Getting it done

Foremost amongst the policy commitments from the QLD ALP was a 50% by 2030 Renewable Energy Goal. The QLD Government set up an expert panel to investigate ways for the state to achieve this goal. In October 2016, the expert panel released its draft report, which outlined a number of different options to achieve the target.

Solar Citizens worked hard to ensure a strong voice for renewable energy was heard when the expert panel held community forums around the state, and along with our allies, we ensured the community forums in Cairns, Rockhampton, Bundaberg, Toowoomba, the Gold Coast and Mackay were packed with people from the local community who were calling for robust renewable policies. Prior to these community events, Solar Citizens had already mobilised and collected close to 700 submissions from our supporters as part of an earlier stage of the community consultation process — which in itself is no small feat.

To continue to carry home the message that Queenslanders support the transition to renewable energy, our volunteers and then Community Organiser Jason Lyddieth met with Deputy Premier Jackie Trad, Education Minister Kate Jones, Resources Minister Anthony Lynham, influential MP Grace Grace and House Speaker Peter Wellington. In addition, Energy Minister Mark Bailey and Environment Minister Steven Miles both attended the Brisbane 100% Renewables Roadshow event.

The final report of the Queensland Renewable Energy Expert Panel was released in June 2017 and it confirmed the Sunshine State can get to 50% renewables by



**TOP:** Jason Lyddieth (middle) and John Sheehan (right) meet with Resources Minister Anthony Lynham (left).

**BOTTOM:** Janet, Sunshine Coast volunteer leader, meets with Peter Wellington, Speaker of the Legislative Assembly of Queensland.

2030 in a way that is cost neutral. The Government responded with the Powering Queensland Plan, which includes good initiatives to advance renewables, including a 400MW reverse auction for large scale solar and battery storage. Despite all of the progress, there is still work to be done as the QLD Government's plan doesn't go far enough, especially since it lacks a clear roadmap for how to meet the 50% by 2030 target.

## Standing up for Queensland Solar

In addition to the Expert Panel report, there have been a number of moves in the right direction; including, a trial of solar public housing in North Queensland, a change to the voltage limit in the Queensland grid to allow for more solar, and the State Government have asked the solar industry for expressions of interest on how to move towards making Queensland schools solar powered. To propel the initiative forward, dedicated Solar Citizens volunteers Bruce Cooke and John Gardener met with Education Minister Kate Jones and explained the massive benefits that solar powered schools would bring to the community.

There's no doubt that to date Solar Citizens has been front and centre in the renewables debate in Queensland. Going forward, our organising efforts will continue to be focused on building our people power so we can have the most impact during key moments, including the upcoming state election.

## Sun-Powered Queensland Alliance

In Queensland an unprecedented alliance formed to fight for renewable energy in the Sunshine State. The Sun-Powered Queensland campaign is driven by Solar Citizens, the Australian Conservation Foundation (ACF), Queensland Conservation Council (QCC), Queensland Environmental Defenders Office, Get Up! and the Climate Action Network Australia (CAN), and is supported by many other environmental groups, community groups and businesses.

Sun-Powered Queensland has largely taken up the campaigns Solar Citizens was already delivering in the state: calling for a just transition to 100% renewable energy, network reform, and a fair price for solar. Sun-Powered Queensland is working to create an exciting and hopeful movement that inspires positive action and changes the narrative in the Sunshine State.



## Queensland teams

The Sunshine Coast and Brisbane teams continued to play a huge role in Solar Citizens work in Queensland. In addition to myriad MP meetings and community forums, the teams held stalls in Brisbane and the Sunshine Coast including at Kelvin Grove Markets, Carindale Greenheart Fair and the World Environment Day festival in Maroochydore.

Janet and Jan, two of our Queensland superstars came to Sydney to participate in meetings and workshops to develop our 2017-2020 Strategic Plan. A number of team members have stepped up, most notably Ivonne from the Sunshine Coast who has done a colossal amount of research for outreach events in the Sunshine Coast, letterboxed her entire suburb with Solar Citizens fliers, and delivered a presentation to the Sunshine Coast Climate Action Network.

Our boffins in Brisbane also continue to play a crucial role. John Sheehan in particular has been busy meeting and engaging with MPs to push for renewables on public housing. He's also been crunching the numbers on the potential for a voluntary buyout of legacy solar bonus schemes in exchange for battery storage. John, along with John Price and Bruce Cooke, also conducted a thorough analysis of solar ownership across Queensland, which impressively included all the Federal and State margins, rooftop solar and large scale solar in the state — crucial work that helps inform campaigns and organising strategy.



ABOVE: Alastair Buchan.

**In heartbreaking news, Alastair Buchan, key Solar Citizens volunteer in Brisbane, passed away this year. To the end he was a passionate champion of renewable energy and climate action. He is sadly missed.**

## Defending Renewables: SNAP RALLY!



When news broke that the Federal Coalition, alongside the LNP in Queensland, knew that the blackouts in South Australia were not the fault of renewable energy, and yet had used the issue to drag renewables across the coals, we knew we had to react.

With less than one day's notice, more than 200 concerned Queenslanders came down to State Parliament to deliver the message that Queenslanders support renewable energy.

The snap rally was organised by Solar Citizens with help from our allies Get Up!, ACF and QCC as part of the Sun-Powered Queensland Campaign. The crowd was addressed by Energy minister Mark Bailey, solar workers, energy engineers, a farmer whose life had been destroyed by the extractive industry, and Solar Citizens' own Jason Lyddieth.

The Queenslanders who attended came from all walks of life, and while the rally was peaceful and respectful, there was a mood of quiet anger and disbelief at the blatant lies that had been told by members of Parliament. The outrage was further fuelled by images in the media of those same members caressing lumps of coal, all the while Australia baked in another summer heatwave.



# SOUTH AUSTRALIA

## COMMUNITY LEADS THE DEBATE

The South Australian teams, led by Steve Fuller in Adelaide and Nel Taylor and Ross Kassebaum in Port Lincoln, went from strength to strength throughout the year. Impressive Homegrown Power Plan launches, supporting the local community campaign for solar thermal in Port Augusta, and intervening in the toxic debate over renewable energy in SA were all key features of our organising work.

Following some excellent organising during the 2016 Federal Election, we farewelled Michael Kane as our South Australian organiser late last year. In January 2017, Dan Spencer joined Solar Citizens to lead our organising and campaigning ahead of the 2018 South Australian election.

Over the last year, the Adelaide and Port Lincoln volunteer teams have not only rolled out campaign tactics, but have continued to engage their communities by holding solar stalls across the state.

Early this year the Adelaide team organised a well-attended campaign launch to share Solar Citizens' 2017-18 strategy with new volunteers. The event brought in many new faces and re-engaged former volunteers. Meanwhile, the Port Lincoln team were hard at work holding a multi-day stall at the iconic Tunarama Festival, and following that were also part of an energy expert forum to inform the local community about clean options for secure electricity.



**ABOVE:** SA volunteers raising funds with a sausage sizzle at Bunnings.  
**MIDDLE:** New volunteers in South Australia join together in Adelaide to launch Solar Citizens' campaign work for 2017. **RIGHT:** Stall at Tunarama.

### Ross and the Blackouts

Blackouts across the entire state of SA in September 2016 were a lightning rod for the national climate and energy debate. One of the communities hardest hit by the events was Port Lincoln — the community went without power for days.

Ross and the local Solar Citizens team leapt into action following the blackout, giving Prime Minister Malcolm Turnbull a copy of a report into energy security and how renewables and storage would mean a cheaper, more secure power supply for SA and the nation at large. The report had a large emphasis on pumped hydro energy storage, and a few months later the PM announced feasibility studies into pumped hydro storage in South Australia!

# NEW SOUTH WALES

## A POTENTIAL SOLAR POWERHOUSE

After the 2016 federal election, our focus returned to the states and we zeroed in on New South Wales. On the cusp of a big solar boom, combined with retailers offering the lowest price in the country for solar exports and the end of the Solar Bonus Scheme, solar ticked all the boxes to be a hot topic in the Waratah state.

To really clinch the deal, NSW is the only state in the National Electricity Market without a renewable energy target. Rooftop solar rates lag behind due to poor policies and feed-in tariff. Clearly we had a government that needed a nudge in the right direction, and bumping solar up the agenda in key areas like Western Sydney has the bonus of being useful for both state and federal outcomes.

With all that in mind, Solar Citizens from across Sydney gathered for a “Blue Sky Planning” session in August. Covering the state political context and the position of key cabinet ministers on our issues, the team then launched into a wide-ranging brainstorm of campaign ideas. This laid the groundwork for developing and kicking off the Fair Price for Solar campaign in NSW. Despite a change in Premier, the analysis has remained the same — outcomes for solar can be achieved in NSW.

That said, concrete policy outcomes have been slow this year — \$500 million from the climate change fund was set aside to drive investment in the transition to net zero emissions, but the investment initiatives and plans for the fund have still not been announced. The Government did move forward in tendering for 50MW of installed solar capacity and the fair price measures outlined above.

Solar Citizens has been lucky to have two fantastic organisers focusing on NSW: former NSW Community Organiser Emilie Carey, who rolled out major events like the Renewables Roadshow before heading off to study nursing, and current organiser Kristy Walters who’s taken over the reins and is rolling out our work in earnest all across the state.



## Growing the NSW movement for solar

The Solar Citizens NSW team held stalls throughout the year, including at the Mardi Gras Fair Day and for World Environment Day. For World Environment Day in June, NSW Community Organiser Kristy Walters headed out to the Western Sydney suburb of Seven Hills to hold a stall at the Living Well Community Fair. This first-time event at the local primary school attracted kids, parents and locals alike, and we found plenty of supporters with rooftop solar who wanted to get a fairer deal for the energy they provide to the grid.

This past year we have also seen a new group form in Western Sydney, the Greater Western Sydney Energy Alliance, which brings together community and business members who want to share tips on lowering power bills and increasing the uptake of renewable energy. Maria Cirillo, Solar Citizens' Deputy National Director, and Kristy have been meeting with the group to work towards the first educational event, which will be held in Parramatta in September 2017.

On a rainy, windy and frankly, unfortunate night to be near the coast, Solar Citizens co-hosted a Solar in the Community event at Bronte beach in partnership with new organisation, Conservatives for Conservation. State Liberal MP for Coogee, Bruce Notley-Smith, hosted the evening, giving his general but vague support for solar.

We also heard from Solar My School, Kristina Photios from Conservatives for Conservation, Sally Betts the Mayor of Waverley Council, Renate Egan Chair from the Australian PV Institute, and Solar Citizens' own Shani Tager. Around 35 people attended, which was a good turnout considering the weather, and the intimate crowd allowed for a highly engaged Q&A.

In June 2017, Solar Citizens had a stall at the Australian Energy Storage Conference & Exhibition. Over two days, sixteen volunteers chatted to solar energy experts and novices alike to ask them to join our Fair Price for Solar campaign. We had a few politicians drop by to say hello and many more congratulating us on our good work. With our happy yellow umbrellas we definitely had the brightest stall at the conference. The dedicated NSW team signed up 136 people to our postcard petition and a bunch of others to our email updates.



**ABOVE:** Kristy with Bedir and Nurcan at the Living Well Community Fair. **TOP RIGHT:** Shani speaking at the Solar in the Community event. **BOTTOM RIGHT:** John, Kristy, Peter & Gunnar at the Energy Storage Conference.

# VICTORIA

## ALL OVER THE STATE

The Melbourne team has had a busy year, crisscrossing the state holding stalls and spreading the word about rooftop solar and Solar Citizens.

The Ashburton festival in February 2017 was well attended and our model solar thermal display was attractive to all ages. Closely following the festival, our wonderful Victorian team held a stall at the Community Energy Congress. Two of the dedicated volunteers, Ellie and Noora got out from behind the table and did the rounds of the conference to spread the Solar Citizens message and collect sign ups. Next up was a series of festivals and expos in Glenferrie, Kew, Werribee, Bacchus Marsh and Burwood. And then another big one – the Solar Conference was a great event with over 20 volunteers attending and close to 150 sign-ups.



**ABOVE:** National Director Claire O'Rourke (far left) alongside dedicated Victorian volunteers at the Solar Conference.

**TOP RIGHT:** Community stall.

**BOTTOM RIGHT:** SA Campaigner Dan (far right) alongside volunteers at the Community Energy Congress.



# MEDIA

Solar Citizens has cemented its standing as a trusted source and spokes-body for all things solar. **During the 2016-2017 financial year, Solar Citizens was mentioned in the media a total of 133 times** — including mentions in national platforms, such as ABC radio and The Australian.

Through actively monitoring the media and reacting with lightning speed to breaking news stories, Solar Citizens has continued to grow its brand awareness around the country.

This past year we have seen then Consumer Campaigner Reece Turner participate in a segment for Channel 7's national morning television program, Sunrise, to discuss the savings and environmental

benefits of household solar with battery storage, and our dedicated Sydney volunteer Peter Youll do interviews with Channel 7 and ABC news. In addition to Solar Citizens' 133 media hits, our SA campaigner Dan Spencer has done numerous TV, radio and in print interviews as one of the spokespeople for the Repower Port Augusta campaign.

## Media Highlights

- Reece Turner, former Consumer Campaigner, spoke to the Herald Sun about the cost benefits of solar. <http://www.heraldsun.com.au/leader/news/solar-panels-can-still-save-users-money-despite-sharp-drop-in-feed-in-tariffs-experts-say/news-story/7c98252a13c838f771d11e11c608903>
- National Director Claire O'Rourke spoke to the Guardian after a federal deal was made to cut \$500m from Arena. <https://www.theguardian.com/australia-news/2016/sep/13/labor-accused-of-being-clean-energy-charlatans-after-deal-to-cut-500m-from-arena>
- Claire also participated in an interview with 2GB radio to discuss Federal Government's plan to gut ARENA.
- Energy Matters ran an article about the Solar Citizens campaign to save ARENA. <https://www.energymatters.com.au/renewable-news/solar-citizens-arena-em5638/>
- Claire O'Rourke wrote an op-ed for In Daily about the benefits of transitioning Australia to 100% renewable power. <https://indaily.com.au/opinion/2016/07/25/you-cant-half-bake-the-renewable-energy-revolution/>
- Reece also appeared on Channel 7's morning program Sunrise to talk about the ways in which solar can save consumers.
- SA Campaigner Dan Spencer spoke to the Adelaide Advertiser about the increased rates of rooftop solar uptake across the state. <http://www.adelaidenow.com.au/news/south-australia/installation-of-solar-energy-panels-surge-after-sa-blackouts/news-story/81095cb24712a2509971378a92c19cb6>



### You can't half bake the renewable energy revolution

#### OPINION

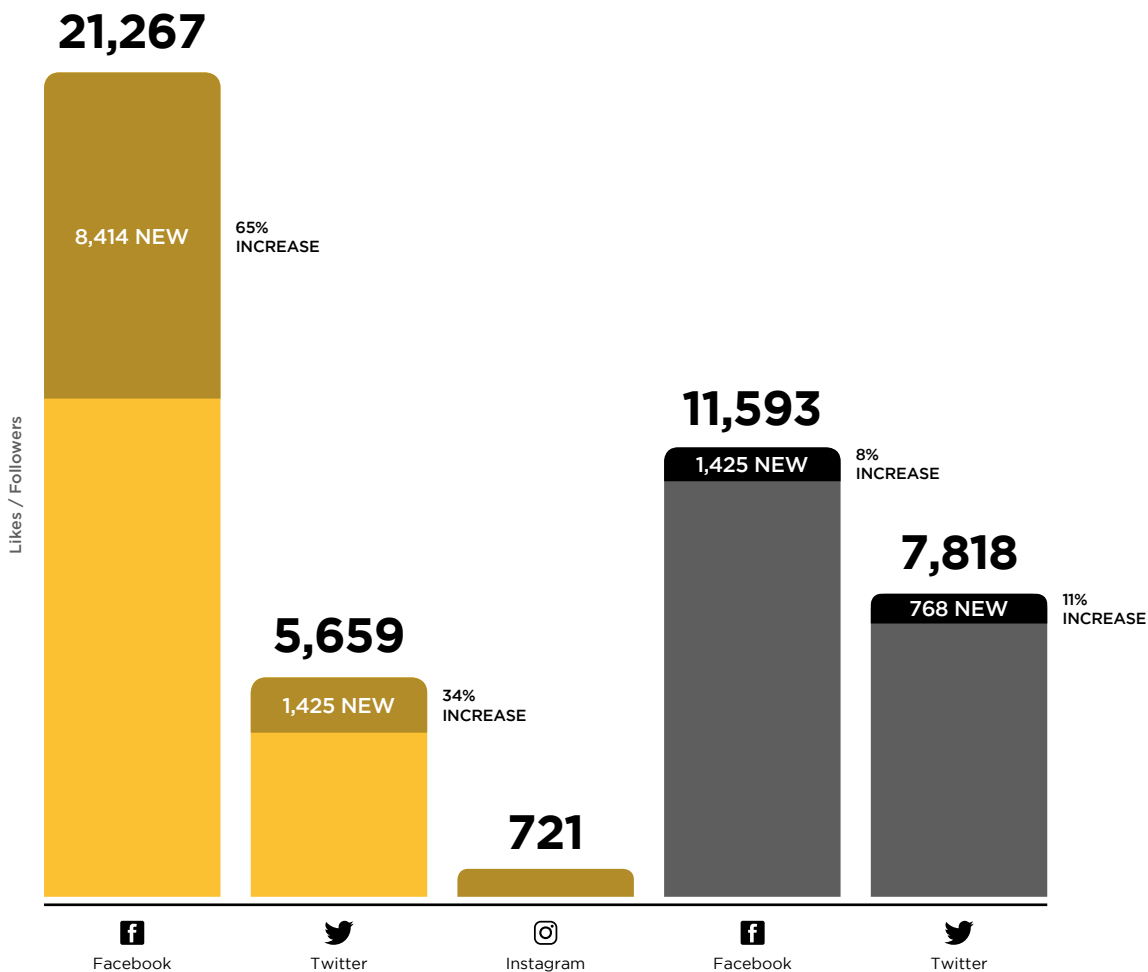
A fundamental rewrite of energy laws is needed to facilitate the transition to 100 per cent renewable power and tackle turmoil in the electricity market, writes Solar Citizens' Claire O'Rourke.

# SOCIAL MEDIA

In 2016-2017 Solar Citizens took its social media presence to the next level with paid Facebook ad campaigns that led to more than 5,000 new likes and more than 3,000 new sign ups to our Fair Price campaign. It also led to our Fair Price for Solar Campaign video clocking 93,000 views!

We also ran remarketing campaigns, allowing us to target users who visited our website or interacted with our Facebook page and content, but who hadn't yet signed up.

**Solar Citizens has continued to build a highly engaging social media presence, often outperforming similar and larger profiles on growth and engagement.**



## Best Performing posts on Facebook

- Good news stories and innovative tech continued to be popular with our followers, with a post about Bluescope's "world first" rooftop solar with integrated heat **reaching 97,718 people with 7,053 reactions, comments and shares.**

**Solar Citizens**  
Published by Alex Söderlund [?] · 3 August 2016 · 🌐

A terrace house in the Sydney suburb of Glebe is now host to a world-first integrated solar system. The thin-film solar PV and solar thermal technologies are combined into a steel sheet roofing material that produces heat, as well as electricity.

Better yet, it's being made by Australian steel manufacturer Bluescope, with help from the Australian Renewable Energy Agency.



- A post about solar PV on carpark shades also went bananas **reaching 49,055 people with 4,922 reactions, comments and shares.**

**Solar Citizens**  
Published by Aimée Dozer [?] · 3 May · 🌐

There's spare roof space everywhere you look, it just makes sense to cover it with solar!

This 900 panel solar car park will shade shoppers' cars and power 40% of the adjoining shopping centre. Two birds, one stone.



Solar car park to power shopping centre

- Our exciting new "Meet the Solar Citizens" video also went well, **reaching 85,000 people with 2,994 reactions, comments and shares.**

**Solar Citizens**  
Published by Aimée Dozer [?] · 2 June · 🌐

You know what? Solar is the answer. Let's shout it from 1.6 million rooftops! 🌞 🏡

Australia's solar citizens are leading the renewable revolution. It's time to get clean, renewable power pumping all over Australia!



We're leading Australia's **RENEWABLE REVOLUTION**

Meet Australia's Solar Citizens  
01:16

- Another post about a technology breakthrough — solar panels with their own embedded storage — went nearly as well **reaching 15,981 people with 1,144 reactions, comments and shares.**

**Solar Citizens**  
Published by Aimée Bull-McMahon [?] · June 28 · 🌐

The future is now.

Solar panels could soon be made with their own embedded battery storage in what is an Australian global first.

Batteries would be laminated to the back of the panels and deliver "in-built" storage, making it eventually standard for them to deliver energy day or night as required.



## Taking it to the Big Energy Retailers

In May 2017, we targeted supporters in NSW who have Facebook by email and asked them to go to the Big 3 energy retailers' Facebook Pages to ask whether they would be implementing IPART's recommended doubling of the NSW minimum feed-in tariff.

### More than 200 people bombarded their Facebook pages leading to official responses from all three retailers.



#### Typical Origin response:

Thanks for your post, Alek. Once IPART makes a final decision we'll work towards providing our solar customers with a feed-in tariff that is competitive, fair and in-line with wholesale electricity price rises. Cheers – Scotty.



#### Typical Energy Australia response:

Good morning Rita, we will be looking into this and letting the impacted customers know by July 1st. In the meantime if you would like to get some extra tips on how best to use your solar feel free to email me at [Help@energyaustralia.com.au](mailto:Help@energyaustralia.com.au) and I will get back to you. Have a lovely day – Cat



#### Typical AGL response

Hi Gillian, thank you for being with us! We're in the process of reviewing our retailer solar feed-in tariffs. We always endeavour to offer our customers the most competitive prices and products we can, and we'll be updating our customers with any relevant changes to their deal. Thanks, Dave.



# MEET THE TEAM

## Staff



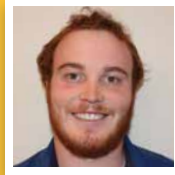
**Claire O'Rourke**  
National Director



**Maria Cirillo**  
Deputy National Director



**Shani Tager**  
Senior Solar Campaigner



**Daniel Spencer**  
SA Campaigner



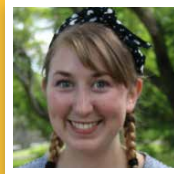
**Louise Matthiesson**  
QLD Campaigner



**Kristy Walters**  
NSW Community Organiser



**Oliver Woodley**  
Digital Fundraiser



**Stephanie Gray**  
Media and Operations Officer



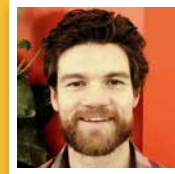
**Hayden Williams**  
Tesla Tiny House Tour Organiser



**Dan Scaysbrook**  
Campaigns and Organising Director (2015-2016)



**Nick Taylor**  
National Organiser (2013-2016)



**Reece Turner**  
Consumer Campaigns and Organiser (2015-2016)



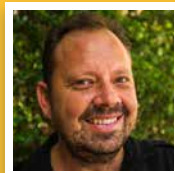
**Aimee Bull-McMahon**  
Communications and Digital Campaigns Manager (2015-2017)



**Alex Soderlund**  
Communications and Campaigns Coordinator (2014-2017)



**Emilie Carey**  
NSW Community Organiser (2016-2017)



**Jason Lyddieth**  
Queensland Lead Community Organiser (2015-2017)

## Volunteer Leaders



**Steve Fuller**  
South Australia State Coordinator



**David O'Neill**  
Melbourne Team Coordinator



**Janet Dearden**  
Sunshine Coast Team Coordinator



**Ross Kassebaum**  
Port Lincoln Team Co-coordinator



**Nel Taylor**  
Port Lincoln Team Co-coordinator

## Steering Committee



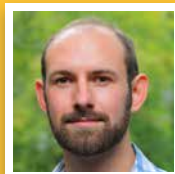
**Lindsay Soutar**  
Convener



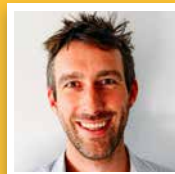
**Sue McKinnon**  
Treasurer



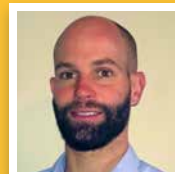
**Taegen Edwards**  
Secretary



**Erland Howden**



**Mark Capps**



**David Barden**  
Acting Treasurer



**Sarah Roberts**



**Sarah Roebuck**



**Anna Rose**

# FINANCIAL STATEMENT

## Statement of Financial Position for the Year Ended 30 June 2017

<b>Current Assets</b>	<b>2017</b>	<b>2016</b>
Cash and cash equivalents	547,722	671,260
Accounts receivables	2,307	—
GST receivable	690	4,122
Prepayments	9,505	695
<b>TOTAL CURRENT ASSETS</b>	<b>560,224</b>	<b>676,077</b>
<b>Non-Current Assets</b>		
Property, plant and equipment	2,387	1,384
<b>TOTAL NON-CURRENT ASSETS</b>	<b>2,387</b>	<b>1,384</b>
<b>TOTAL ASSETS</b>	<b>562,611</b>	<b>677,461</b>
<b>Current Liabilities</b>		
Accounts payables	42,058	46,126
Accruals	2,700	4,862
Income received in advance	—	95,603
Superannuation payable	—	757
Provisions — Annual leave	21,238	25,395
<b>TOTAL CURRENT LIABILITIES</b>	<b>65,996</b>	<b>172,743</b>
<b>TOTAL LIABILITIES</b>	<b>65,996</b>	<b>172,743</b>
<b>NET ASSETS</b>	<b>496,615</b>	<b>504,718</b>
<b>Equity</b>		
Accumulated surpluses	496,615	504,718
<b>TOTAL EQUITY</b>	<b>496,615</b>	<b>504,718</b>

## Statement of Profit or Loss and Other Comprehensive Income for the Year Ended 30 June 2017

<b>Income</b>	<b>2017</b>	<b>2016</b>
Grants and large donations	824,911	983,506
Appeals and small donations	152,414	155,089
Merchandise sales	33,706	2,941
Other revenue	40,985	13,699
<b>TOTAL INCOME</b>	<b>1,052,016</b>	<b>1,155,235</b>
<b>Expenses</b>		
Audit and accounting fees	15,563	16,844
Bank and merchant charges	6,526	7,222
Communications, media and advertising	71,538	93,790
Contractors and consultants	69,390	51,733
Depreciation	532	66
Fundraising expenses	—	1,653
General expenses	26,243	34,923
Graphic design expenses	11,702	8,463
HR expenses	810	3,379
Insurance	4,395	2,982
Legal expenses	415	—
Meals and accommodation	5,840	2,021
Merchandise purchases	34,534	4,981
Merchandise written down	—	4,642
Office expenses, printing and stationery	1,449	1,811
Postage, freight and couriers	9,877	4,597
Printing — Campaigns	7,495	33,461
Re-imbursements — Volunteers	—	382
Rent	30,669	19,112
Subscriptions and memberships	8,665	4,555
Superannuation	58,634	47,980
Telephone and internet	3,403	2,740
Training and workshop expenses	15,406	4,440
Travel — Campaign	23,744	21,980
Travel — National	—	3,488
Travel — International	—	—
Venue hire	4,088	3,058
Wages and salaries	634,479	517,973
Website and video expenses	14,722	16,697
<b>TOTAL EXPENSES</b>	<b>1,060,119</b>	<b>914,973</b>
<b>SURPLUS / (DEFICIT) FOR THE YEAR</b>	<b>(8,103)</b>	<b>240,262</b>
Other comprehensive income	—	—
<b>TOTAL COMPREHENSIVE PROFIT / (LOSS) ATTRIBUTABLE TO THE MEMBERS OF THE ASSOCIATION</b>	<b>(8,103)</b>	<b>240,262</b>

# THANK YOU

100% Renewable is supported in our work by strong partnerships with peer organisations, contributions of time from hundreds of volunteers, action from thousands of supporters around the country and generous financial support coming from a broad range of individuals and foundations.

We would like to thank the McKinnon Family Foundation, Planet Wheeler Foundation, Pace Foundation, Ann Miller, Ann and Bruce McGregor, Robert Hicks Foundation, Brian and Diana Snape, Diversicon Foundation, Mullum Trust, Stephen Whately and Tides Foundation for donations they have made to the community campaign work of the last year.

The high-impact work of Solar Citizens is made possible by contributions from the NGO sector and the renewable energy industry. We would like to thank the Clean Energy Council, and the Australian Solar Council, Solar Energy Industries Association, the Institute for Sustainable Futures at UTS, Australian Photovoltaic Institute, and companies that have provided additional in-kind or financial support, particularly Bank Australia, GoZero Energy, Matter Solar, Diamond Energy, Ethical Switch, Suncrowd and Tesla.

Special thanks also goes out to Nigel Morris of Solar Analytics, Warwick Johnston of Sunwiz and the indefatigable Mike Swanston of Customer Advocate for their industry and market insights and contributions of time, energy and strategic advice. A special mention to Sven Teske, Nicky Ison, Miriam Lyons, Bruce Mountain, Ric Brazzale, Mark Byrne and Kellie Caught for their ongoing engagement and advocacy to policymakers and for being champions of a fair, just, 100% renewable energy system for all.

Thousands of individuals have made financial contributions to help us do our work in this last year. From the hundreds of monthly donors to others who have contributed to support specific campaign activities, including the Fair Price for Solar campaign and critical work to support the campaign in South Australia to end misinformation and attacks and see the monumental victory of Australia's first solar thermal with storage plant in South Australia. Each and every contribution, no matter the size, is greatly appreciated by everyone involved in 100% Renewable.

The 100% Community Campaign has been supported by many allied organisations — Alternative Technology Association, Australian Youth Climate Coalition, SEED, GetUp!, WWF, The Australia Institute, Australian Conservation Foundation, Climate Council, 350.org, Nature Conservation Council of NSW, Greenpeace, Environment Victoria, Beyond Zero Emissions, Climate Action Network Australia and its many and growing network members, Australian Progress, Australian PV Association, Yes2Renewables/Friends of the Earth, Community Power Agency, Energetic Communities. Whether it be in kind contributions, partnership on specific events or other collaborations, 100% owes significant thanks to all of our partners.

Similarly, there are many volunteers who have contributed time and energy to 100% community organising in this last year.

Jan, Ron, Bruce, Sue, John S, John P, John G, Rhonda, Christine, Kirsty, Andrew, Carolyn, Robbie, Alastair, Paul, Peter, Diego, Mark and many more who worked out of Brisbane throughout the year and particularly on our (very) high-energy federal election campaign.

Janet, Terry, Trudy, Xavier, Rob, and Ivonne and, who chipped in to campaigns on the Sunshine Coast.

Peter for his enormous and ongoing contribution to supporting office operations as well as Mark, Hannele, Victorija, Kate, Lisa, Anna, Edie, Bedir, Nurcan, Jenny, John, Gunnar and Steve for their amazing help in Sydney.

Steve, Deidre, Ian, Thanasis, John, Valdis, Darryl, Keith, Ahmed and all in the Adelaide SC team for making the South Australian volunteer activist network thrive and to Nel and Ross for your work establishing the newest Solar Citizens team in Port Lincoln, SA.

Peter, David, Barry, Graeme, Babak, Ruth, Roger, Euan, Margaret, Mike, Stephen and many more for their organising work to build a strong volunteer network operating out of Melbourne.

We would also like to thank the individuals and organisations who have helped us do the best campaigning possible in the past year. Particularly Holdfast Communications, Essential, The Change Agency, Design Good, Erland Howden, ThoughtWorks, Community Shapers, Energy Synapse, Kate Rayson, and last but not least, Tom Maclachlan from GoodChat who made our fantastic and fun new organisational video.

We would like to thank all who were involved in the evaluation of Solar Citizens conducted in 2016 and the development of the 2017–2020 Strategic Plan. Particularly we would like to recognise and thank Amanda Tattersall for her support in leading these two critical pieces of work.

Thanks also to two members of the 100% Renewable Steering Committee who stepped down this year, Anna Rose and Sarah Roebuck — thank you for your time and passion to our mission.

We would like to recognise the efforts of every individual who was involved in the combined work of 100% organising across Australia during this last year. Whether it be one hour, one day or considerably greater contributions, our campaigns win because of these efforts.

Thanks to all.





**100%**  
renewable



SolarCitizens