THE MOVE TO SOLAR IS A MOVE BY ORDINARY HOUSEHOLDS — BY FAMILIES, RETIREES AND SMALL AND LARGE BUSINESS OWNERS...

As the price of solar keeps dropping, and electricity bills keep increasing, the uptake of solar will continue to grow, creating with it a viable and thriving industry that provides thousands of local jobs and ensures affordable energy bills.

Solar also reduces the need for expensive grid upgrades, which are putting unnecessary strain on household power bills.

For these reasons, it’s integral that measures are in place that assist and support more Australian families to take up the benefits of solar.

Governments across Australia need to resist the push by big power companies to penalise solar homes with additional fees or charges, or by refusing new connections to the grid. We need to establish new policies and programs to help low income families and renters take up the benefits of the sun. And the current Renewable Energy Target should be extended and expanded, so that we can continue to work towards the day that every Australian business and home is powered by the sun.

“For these reasons, it’s integral that measures are in place that assist and support more Australian families to take up the benefits of solar.”

“Why not make it legislation and ensure every house has solar on the roof?”

**Geoff Bragg is an Icon in The Solar Industry.**

He’s worked for New England Solar Power as an installer for over ten years. Geoff is also the NSW Chairman of the Solar Energy Industries Association (SEIA) and Director of the Australian Solar Council (ASC). Having been in the industry for so long, he’s seen many changes.

“The solar industry is growing, and nearly 30% of the market is serviced by small companies. These are local companies, providing local jobs and helping our economy grow.”

But, the biggest issue for Geoff is the “solar coaster” — ambiguity in the sector caused by policy changes.

“This briefer details the rapid uptake of solar in Braddon and shares the stories of the families and individuals that are part of this shift to powering our nation with the sun.

**Rebecca Cameron, Family**

Milton, NSW

Not only that, but solar is a political issue for Rebecca and her family.

“Solar is a vote winner for me. When we moved to NSW, a Federal Politician recommended that every new house that was built should have solar. I thought to myself, that’s so right! Why wouldn’t we take advantage of our natural resources?”

**Australia is one of the Sunniest Continents on Earth, so producing Power from the Sun just makes sense.**

This has been recognised by millions of Australians who have chosen to take energy generation into their own hands.

One million rooftop power stations are now lighting up homes around the country. And many more households are looking to solar as a way to manage their energy bills, creating cleaner energy along the way.

This briefer details the rapid uptake of solar in Braddon and shares the stories of the families and individuals that are part of this shift to powering our nation with the sun.
“One of the ways to reduce our costs was by going solar.”

JENNY PARADISO WAS BORN AND BRED IN SOUTH AUSTRALIA. She currently lives in the North East suburbs of Adelaide with her husband, Dave Hille, and two children — a four year old, Violet, and three year old, Mabel. A few years ago, Jenny and Dave started Suntrix — a solar installation company in SA.

“We’ve been in operation for four years. That’s right — our daughter is as old as our business!”

In this short period of time, the business has grown rapidly.

“Four years ago, we were working from the kitchen table in our house, and we turned over $250,000 in our first year. Last year we hit $25 million, we’re operating from a large warehouse and showroom and employing over 20 staff,” Jenny says.

Jenny and Dave decided to start Suntrix because of the issues they had trying to put solar on their own roof when they were expecting Violet.

“Our idea to start Suntrix was simple. We had our first baby and knew we needed to save on our bills. One of the ways to reduce our costs was by going solar.”

“But, my husband and I were looking for solar, and we couldn’t afford it. Solar was more expensive back then, and the companies who came out to talk to us didn’t really know a lot about solar and were more interested in the sell. We did the research and decided to get solar installed ourselves and then started doing it for family and friends,” Jenny says.

“And from very small beginnings, we’ve grown much bigger than we ever thought! In fact, just this year, we were awarded Telstra’s South Australian business of year.”

Recently, South Australia boasted nearly 35% of its energy production coming from renewables, including wind and solar. The State has also enjoyed on average lower electricity prices — by $18 a year — a feat achieved by the move to renewables.

Having made the move to solar as a family, Jenny and Dave would never look back.

“And from very small beginnings, we’ve grown much bigger than we ever thought! In fact, just this year, we were awarded Telstra’s South Australian business of year.”

SUCCESSIONALSaved it. Jenny says she’s excited about watching this enthusiasm grow.

“I can’t wait for a day when solar panels on roofs are an assumption for every child. I’m waiting for the day when solar becomes an integrated part of culture and life and their household.”

“Jenny says’s she’s excited about watching this enthusiasm grow.

“It’s a great superannuation scheme — to think you won’t have to pay electricity bills again!”

SUE COOKE IS A RETIRED PUBLIC SERVANT WHO PREVIOUSLY WORKED IN NURSING, EDUCATION AND HEALTH.

“My husband and I decided to install solar on our roof about 3 years ago. We were interested in solar for all of the benefits you can think of — primarily to help the environment, to produce our own clean energy and not have to buy coal-fired power — but it also helped that the conditions were pretty good for installing them, and that we’d save on our electricity bills” Sue says.

“Our electricity bill completely turned around — we used to get a bill, but now we get a quarterly credit. Along with running on the sun, we’ve been quite electricity-efficient and have managed to keep to a low usage.”

“A few neighbours have since joined us, and the suburb has a high percentage of solar rooftops. It does help when you see other people feeling the benefits, and realise that it’s something you can do relatively easily yourself.”

Sue Cooke, Retiree

Brisbane, QLD

ORIGINALLY A SYDNEYSIDER WHO MOVED TO NEW ZEALAND, Justin Brown headed out to Western Australia to work in the sector where he’s been working for nearly twelve years. Alongside his busy job, Justin has also brought up a family, raising two young children with his wife. With the increasing cost of electricity, Justin knew that solar was the best way to go to take control over his energy bills.

“Because I work in the mining industry, I know we can’t keep digging up fossil fuels forever. That’s why I’m passionate about alternative sources of energy. I work so closely with our energy sources — and know these things aren’t sustainable for all time.”

Justin’s family has had solar PV on their roof for over two years.

“Solar is finally at a place where it can compete with fossil fuels, and the costs of solar are decreasing substantially. That’s how we knew it was the right time to invest. We’re currently in a transitional period. We’re coming to the end of fossil fuels, and we need to embrace this fact and transition to renewables. Every house should have a solar array on it.”

ORIGINALLY A SYDNEYSIDER WHO MOVED TO NEW ZEALAND, Justin Brown headed out to Western Australia to work in the sector where he’s been working for nearly twelve years. Alongside his busy job, Justin has also brought up a family, raising two young children with his wife. With the increasing cost of electricity, Justin knew that solar was the best way to go to take control over his energy bills.

“Because I work in the mining industry, I know we can’t keep digging up fossil fuels forever. That’s why I’m passionate about alternative sources of energy. I work so closely with our energy sources — and know these things aren’t sustainable for all time.”

Justin’s family has had solar PV on their roof for over two years.

“Solar is finally at a place where it can compete with fossil fuels, and the costs of solar are decreasing substantially. That’s how we knew it was the right time to invest. We’re currently in a transitional period. We’re coming to the end of fossil fuels, and we need to embrace this fact and transition to renewables. Every house should have a solar array on it.”

ORIGINALLY A SYDNEYSIDER WHO MOVED TO NEW ZEALAND, Justin Brown headed out to Western Australia to work in the sector where he’s been working for nearly twelve years. Alongside his busy job, Justin has also brought up a family, raising two young children with his wife. With the increasing cost of electricity, Justin knew that solar was the best way to go to take control over his energy bills.

“Because I work in the mining industry, I know we can’t keep digging up fossil fuels forever. That’s why I’m passionate about alternative sources of energy. I work so closely with our energy sources — and know these things aren’t sustainable for all time.”

Justin’s family has had solar PV on their roof for over two years.

“Solar is finally at a place where it can compete with fossil fuels, and the costs of solar are decreasing substantially. That’s how we knew it was the right time to invest. We’re currently in a transitional period. We’re coming to the end of fossil fuels, and we need to embrace this fact and transition to renewables. Every house should have a solar array on it.”

ORIGINALLY A SYDNEYSIDER WHO MOVED TO NEW ZEALAND, Justin Brown headed out to Western Australia to work in the sector where he’s been working for nearly twelve years. Alongside his busy job, Justin has also brought up a family, raising two young children with his wife. With the increasing cost of electricity, Justin knew that solar was the best way to go to take control over his energy bills.

“Because I work in the mining industry, I know we can’t keep digging up fossil fuels forever. That’s why I’m passionate about alternative sources of energy. I work so closely with our energy sources — and know these things aren’t sustainable for all time.”

Justin’s family has had solar PV on their roof for over two years.

“Solar is finally at a place where it can compete with fossil fuels, and the costs of solar are decreasing substantially. That’s how we knew it was the right time to invest. We’re currently in a transitional period. We’re coming to the end of fossil fuels, and we need to embrace this fact and transition to renewables. Every house should have a solar array on it.”

ORIGINALLY A SYDNEYSIDER WHO MOVED TO NEW ZEALAND, Justin Brown headed out to Western Australia to work in the sector where he’s been working for nearly twelve years. Alongside his busy job, Justin has also brought up a family, raising two young children with his wife. With the increasing cost of electricity, Justin knew that solar was the best way to go to take control over his energy bills.

“Because I work in the mining industry, I know we can’t keep digging up fossil fuels forever. That’s why I’m passionate about alternative sources of energy. I work so closely with our energy sources — and know these things aren’t sustainable for all time.”

Justin’s family has had solar PV on their roof for over two years.

“Solar is finally at a place where it can compete with fossil fuels, and the costs of solar are decreasing substantially. That’s how we knew it was the right time to invest. We’re currently in a transitional period. We’re coming to the end of fossil fuels, and we need to embrace this fact and transition to renewables. Every house should have a solar array on it.”

ORIGINALLY A SYDNEYSIDER WHO MOVED TO NEW ZEALAND, Justin Brown headed out to Western Australia to work in the sector where he’s been working for nearly twelve years. Alongside his busy job, Justin has also brought up a family, raising two young children with his wife. With the increasing cost of electricity, Justin knew that solar was the best way to go to take control over his energy bills.

“Because I work in the mining industry, I know we can’t keep digging up fossil fuels forever. That’s why I’m passionate about alternative sources of energy. I work so closely with our energy sources — and know these things aren’t sustainable for all time.”

Justin’s family has had solar PV on their roof for over two years.

“Solar is finally at a place where it can compete with fossil fuels, and the costs of solar are decreasing substantially. That’s how we knew it was the right time to invest. We’re currently in a transitional period. We’re coming to the end of fossil fuels, and we need to embrace this fact and transition to renewables. Every house should have a solar array on it.”