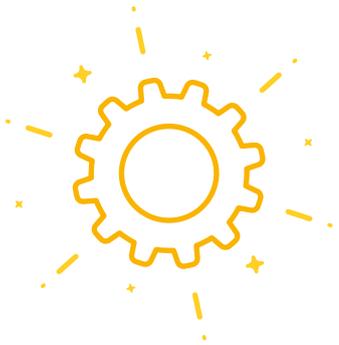




# **SOLAR CITIZENS**

## STRATEGIC PLAN 2017-2020



## VISION

An Australia powered by 100% renewable energy, where every person can generate, share and access clean, affordable and reliable power from the sun, wind & waves.

## THEORY OF CHANGE

Solar Citizens is organising Australia's solar owners and supporters to take collective action that influences Australian governments to put policies in place to bring about a fair and orderly transition to 100% renewable energy.

## GOALS

By 2020 we live in an Australia in which:



**Federal and State government policy drives accelerated transition to 100% renewable energy.**



**A fair price for solar exported to the grid is received by consumers.**



**Roll back or retrograde moves against renewables or solar consumers nationally are halted.**



**The public debate reflects that solar and other forms of renewable energy are the most popular, reliable and cheapest forms of generation.**



**Low income households who could not afford up-front investment in solar in 2017 are supported by equitable government and community policy and programs that ensure access to affordable clean energy.**



# SolarCitizens

By 2020 Solar Citizens will have:

- 1** Grown the Solar Citizens core and committed supporter base and developed the capacity of all supporters to drive and participate in the organisation at all levels.
- 2** Delivered high-impact communications that support campaign goals, the growth of our supporter base and cement Solar Citizens as the premier voice of solar owners and a credible commentator on energy issues.
- 3** Ensured the financial health and viability of the organisation to deliver our program of work.
- 4** Ensured staff, board & volunteers are guided by the strategic plan and have a clear understanding of and commitment to shared organisational culture, values and decision-making.
- 5** Built strong relationships with a diverse array of stakeholders in the progressive social movements and energy industry that help deliver our mission.

## How we work

Our campaigns and organising activities focus on consumer issues relevant to current and future solar owners, and on the energy transition more broadly.

We have a clear strategic focus, recognising we work in an uncertain and fast-changing political, policy technological context.

We value volunteer input into decision-making. We communicate our strategy with core and committed supporters.

Our campaign tactics influence key decision makers and the wider public, develop leadership, skills, knowledge and relationships of volunteers and staff, and build the overall capacity & power of the organisation.

Volunteer teams are supported by staff in priority locations and have autonomy to adapt tactics to local contexts and circumstances.

Our communications are high-impact, creative and focus on engaging new Solar Citizens, deepening the commitment of existing Solar Citizens, pressuring campaign targets and spreading the inspiring story of Australia's rooftop revolution far and wide.

We are active collaborators, particularly with the climate movement, clean energy industry and social welfare sectors.

We seek funding to support our work from a diversity of sources. We do not accept government funding.

## Our history

The 100% Renewable Community Campaign began life in 2010, when local volunteer groups around Australia came together to advocate for the accelerated transition to energy from the sun, wind and waves, in order to combat the threat of catastrophic climate change.

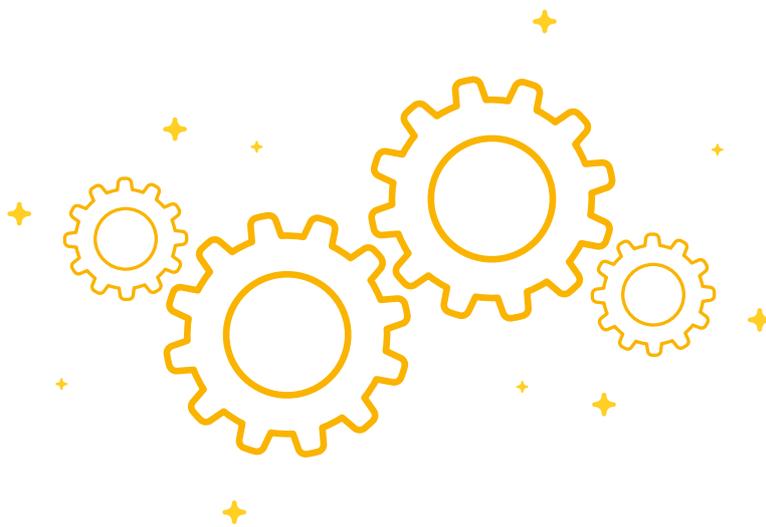
Committed clean energy advocates from all walks of life across the nation worked to secure commitments to sensible renewable energy policies from our representatives in parliament.

100% Renewable ran successful advocacy campaigns that secured the expansion of the Renewable Energy Target, the creation of the Clean Energy Finance Corporation, Australia's 'green bank', and the establishment of the Australian Renewable Energy Agency.

As 100% Renewable achieved these successes, solar PV installations began to boom at a level unprecedented anywhere in the world. Between 2007 and 2017 1.4 million homes and businesses installed solar. Australia now has the highest proportion of rooftop solar anywhere in the world.

However, while this emerging constituency of solar owners grew rapidly, there was no organisation to help them stand up for their rights and interests. In response, 100% Renewable relaunched as Solar Citizens in 2013.

Solar Citizens represents solar owners and supporters in the energy debate and ensures the necessary transition to renewable energy is not stymied by short term politics or vested interests.



# SolarCitizens