



“Solar is an industry that is booming.”

**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.

“Every time the Government changes a feed-in tariff policy, it dramatically affects our staffing and makes it difficult to forecast the future. But, as a small business, we’ve changed and tried to adapt as much as we can,” Geoff says.

But, a veteran of solar, Geoff knows that these obstacles are not impossible — and that the industry can move forward if traditional energy players work with the growing renewables industry.

“We need closer collaboration with networks and renewables industries. Both sides stand to benefit hugely from the move to solar power and increasing the different sources of energy production.”

“My experience shows that solar is clearly the industry of the future, creating local jobs, helping families take power over their bills and helping renewables grow in our communities.”

“But, what we need is a strong regulatory framework that allows competition between solar and traditional electricity markets — including the ability to access and connect to the grid.”

### 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 reason, 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.

#### Australia's top electorates:

Wright  
Mayo  
Kingston  
Grey  
Kennedy  
Fisher  
Wide Bay  
Longman  
Bowman  
Wakefield  
Brand  
Pearce  
Flynn  
Canning  
Blair  
Barker  
Mack  
Rankin  
Port Adelaide  
Richmond  
Dickson  
Bonner  
Fairfax  
Petrie  
Oxley  
Fadden  
Maranoa  
Moreton  
Boothby  
Parkes  
Cowan  
Lalor  
Forrest  
Sturt  
Moore  
Hasluck  
Forde  
Hindmarsh  
Tangney  
McPherson  
Hinkler  
Lilley  
Fremantle  
Capricornia  
Ryan  
Lyne  
Adelaide  
McEwen  
Murray  
Farrer  
Page  
Flinders  
Indi  
Gippsland  
McMillan  
Bendigo  
Cowper  
Groom  
Corangamite  
Hume  
Gillmore  
Gorton  
Swan  
Dawson  
Holt  
Canberra  
Fraser  
Paterson  
Herbert  
Stirling  
Perth  
Mallee  
Chilley  
Charlton  
Greenway  
Griffith  
Macquarie  
Moncrieff  
Eden-Monaro  
Macarthur  
O'Connor  
Durack  
Calwell  
McMahon  
Mitchell  
New England  
Calare  
Wannon  
Hunter  
Leichhardt  
Dobell  
Riverina  
Dunkley  
La Trobe  
Fowler  
Isaacs  
Robertson  
Corio  
Ballarat  
Lyons  
Curtin  
Aston  
Werrinwa  
Cunningham  
Lindsay  
Shortland  
Throsby  
Berowra  
Newcastle  
Casey  
Brisbane  
Hughes  
Gellibrand  
Maribyrnong  
Seullin  
Franklin  
Blaxland  
Bruce  
Deakin  
Chisholm  
Mackellar  
Menzies  
Bennelong  
Denison  
Batman  
Wills  
Hotham  
Parramatta  
Banks  
Jagajaga  
Bass  
Watson  
Goldstein  
Reid  
Cook  
Barton  
Bradfield  
Braddon  
Kooyong  
Grayndler  
Warringah  
North Sydney  
Melbourne  
Kingsford Smith  
Lingjari  
Higgins  
Melbourne Ports  
Sydney  
Solomon  
Wentworth

### Rebecca Cameron, Family Milton, NSW

# The Solar Revolution in Fadden

**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 briefers details the rapid uptake of solar in Fadden and shares the stories of the families and individuals that are part of this shift to powering our nation with the sun.

### REBECCA IS A REAL ESTATE AGENT CURRENTLY LIVING IN MILTON, NEW SOUTH WALES.

She and her family have lived there for nearly five years, after Rebecca spent the last 20 years as a police officer in Canberra. Rebecca and her husband have had two homes with solar hot water and PV, one in Canberra and one in Milton, NSW.

“Our system in Canberra, installed in 2002, cost \$18K for a 2.2 kW system. When we moved to NSW, our system was \$6K for a 4kW system. The prices have dropped because the technology keeps getting better and better.”

“That’s the consumer power of solar. You can make real change for yourself and your community, just by putting panels on your roof. It’s so cheap and helps with your bills – why wouldn’t you do it?”

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?”

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

Fadden has  
 **12,301**  
solar homes

Generating  
 **30.75MW**  
of clean energy

Creating more than  
 **18,500**  
jobs nation-wide

Investing  
 **\$92.3m**  
in solar power

Saving  
 **38,440**  
tonnes of CO2

Saving  
 **\$6.9m**  
on power bills

**NOTE ON FIGURES:** These figures are estimates, based on an average 2.5kW system size, and Clean Energy Regulator, Sunwiz and Australian government data.

All in all,  
Fadden  
now ranks:  
**26**  
out of Australia’s  
150 electorates



**SolarCitizens**

Level 2, 33 Mountain Street,  
Ultimo, NSW 2007

For more information,  
please contact  
[info@solarcitizens.org.au](mailto:info@solarcitizens.org.au)



Jen Paradiso, Installer  
Adelaide, SA



“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 30% of its energy production coming from renewables, including wind and solar. The State has also enjoyed on average lower electricity prices — by \$88 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.



“Violet, our four year old, loves to draw, and whenever she draws houses, she always includes them with solar panels. She doesn’t understand that there’s any other option.”

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 that integrated in every child’s understanding of culture and life and their household.”

“That’s what I’m looking forward to.”

**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.”

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



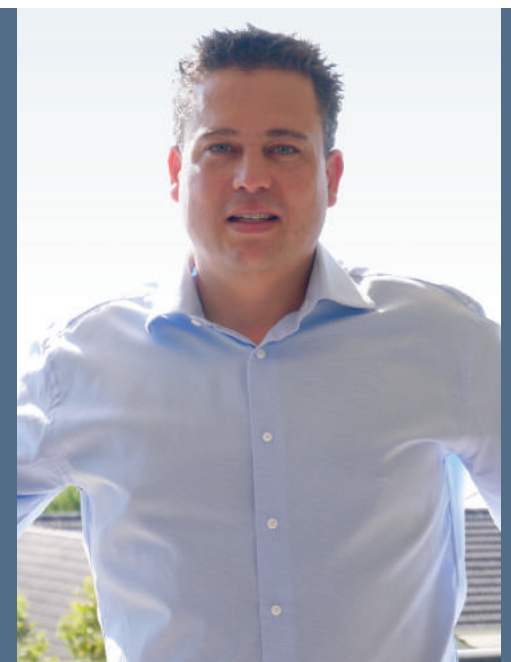
Sue Cooke, Retiree  
Brisbane, QLD

**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 I 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.”



Justin Brown, Family Man  
Perth, WA