



# ANNUAL REPORT

2019-2020



**100%**  
renewable



SolarCitizens







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# 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.

Since launching in 2010, we have worked with more than 100 community groups around the country and built a supporter base of more than 127,900 people. Since 2013, we have been trading under the name of Solar Citizens.

Solar Citizens is bringing together millions of solar owners and supporters to take action to protect the rights of Australia's two and a half million solar homes and businesses, and pursue the largest opportunities for a fast and fair transition to clean, renewable energy.

**100% Renewable and Solar Citizens are non-partisan and have no affiliation with any political party.**



# A YEAR IN REVIEW

It's certainly been a difficult year firstly with so many families and communities impacted first by the bushfires, and then the ongoing health and economic damage caused by the covid-19 pandemic. As I write this Melbourne is still in lockdown and it seems unclear where the end for the virus might be.

In addition to the health challenges, now is the time for the Government to be making smart and ambitious investments that will drive the economic recovery, while at the same time reducing emissions.

With a lack of federal policy direction, the role of state governments is particularly important, and after a comprehensive strategy analysis by Mark Wakeham we decided to focus our efforts in Queensland particularly in the lead up to the October 2020 state election.



This year we released exciting analysis showing a whopping 51,000 construction jobs and almost 2,500 ongoing jobs could be created across Queensland if all the large-scale clean energy projects under development go ahead. With the Federal Government's continued energy policy paralysis there is still a big fight ahead to ensure Queensland's renewable energy future is a bright one.

Five of Solar Citizens staff are now in Queensland, including Queensland Campaigner Stephanie Gray, Solar Campaigner Hannah Mitchell, Campaign Support Officer Inari Saltau and Townsville Organiser Elissa Mastroianni.

To provide Queensland expertise Professor Kristen Lyons and experienced organiser Copeman joined our Steering Committee alongside Lindsay Soutar, Max Shipton, Mark Capps, Hema Raman, Ric Brazzale, Sarah Roberts and Clara Mazzone providing their guidance and oversight to the 100% Renewable Community Campaign.

Overall Solar Citizens has had a productive year saving Australia's large-scale renewable energy industry from collapse, protecting the Australian Renewable Energy Agency and Clean Energy Finance Corporation, raising solar and renewable energy on the Queensland state election agenda, promoting our groundbreaking research, and growing our solar-loving community. We look forward to the challenges and wins ahead in continuing this work.

A handwritten signature in black ink, appearing to read 'Ellen Roberts'.

**Ellen Roberts**, National Director



# 2019-2020 ACHIEVEMENTS

- Grew our supporter base by more than **10,700 people**
- Received more than **7,500 signatures**, including 23 academics and 8 businesses, on our ARENA open letter calling on the Government to restore \$460m funding to the 2020 ARENA budget and develop a long-term funding strategy
- Released analysis showing a whopping **51,000 construction** jobs and almost **2,500 ongoing** jobs will be created across Queensland if all the large-scale clean energy projects under development go ahead
- Partnered on the '**Solar for All**' campaign to support the 35% of Australians locked-out of the economic benefits of rooftop solar
  - More than **400 people** have participated by calling on their state energy minister to fund solar garden pilot projects and establish a means-tested 'Solar for All' rebate
- Commissioned Green Energy Markets to report on the **economic opportunities** in large-scale renewables in Queensland
  - **Made headlines** showing that the number of large-scale renewable energy construction jobs in Queensland was set to fall to zero by April 2020
- **Surveyed over 1,000** Queenslanders, finding that close to 80% would rather governments invest in renewable energy over coal-fired generation: a story that was covered in the state-wide Courier Mail and on ABC radio
- Delivered a hard-hitting **advertising blitz** in the lead up to the Queensland election
  - Displayed two billboards in the heart of Townsville
  - Ran two press ads in the Townsville Bulletin
  - Spoke on local radio
- Released a **report card** on the Queensland Government's progress on renewable energy

# 2019-2020 ACHIEVEMENTS

- Co-launched a **solar and battery bulk-buy** campaign to help Victorians access cost-cutting technology
- Mobilised **70 Victorian solar owners** to make a submission to the Victorian Essential Services Commission on draft minimum feed-in tariffs
- Produced a video on the **1MW solar garden** coming to fruition in the New South Wales Riverina that was made possible through ARENA funding
- Released the **Rooftop Recovery Report** outlining how rapidly expanding existing solar programs across the country can create thousands of jobs, lower power prices and put more money back into our economy
  - 753 people sent a copy to their state energy minister
  - 430 emailed the report to Federal Energy Minister Angus Taylor
- Launched an open letter calling on the Queensland Government to support more **renewable energy manufacturing**
- Encouraged more than **2000 supporters** to email the Federal Energy Minister to keep ARENA and the CEFC fossil fuel free
- Mobilised **582 solar owners** to make a submission to AEMO regarding potential changes that may see the operator curtail new rooftop solar systems



## 2019-2020 CAMPAIGNS

# QLD'S CLEAN ENERGY JOBS

**Queensland's thriving renewable energy industry means thousands of jobs, regional investment, and cheaper electricity for all. But the toxic national energy debate was stalling future investment and putting new projects at risk.**

With more than 3,000 workers soon to be left without a job – mostly in regional Queensland – Solar Citizens took urgent action to save clean energy jobs.

Since relocating our main operations to Queensland in November 2019, Solar Citizens has been working tirelessly to see Queensland reach its renewable potential.

As the national Renewable Energy Target came to an end, Solar Citizens were fighting for the Queensland Government to step up to save our renewable energy industry from falling off a cliff.

### **Our demands to the Queensland Government to save clean energy jobs were:**

- Committing to build 1GW of new publicly-owned renewable energy generation under CleanCo before the 2020 state election.
- Ensuring 2GW of new renewable energy generation is committed to each year for the next five years.





## 2019-2020 CAMPAIGNS

# QLD'S CLEAN ENERGY JOBS

Also in Queensland, Solar Citizens has been campaigning for Queensland to utilize its exceptional solar and wind resources to create regional jobs, diversify the economy, and drive down the cost of electricity.

A report commissioned by Solar Citizens found that there are 108 large-scale clean energy projects proposed in Queensland that could create more than 51,000 construction jobs across the state.

### These projects would generate:

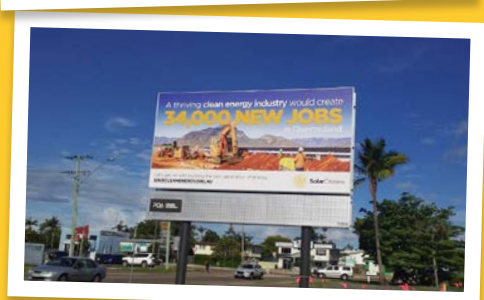
- Nearly 2,500 ongoing jobs
- \$36 billion worth of investment
- 30% reduction in Queensland's emissions

Solar Citizens worked to change the narrative in Queensland around renewables with a hard-hitting advertising blitz including billboards, press ads, media stories, and reaching more than 400,000 Queenslanders through online advertising.

Two online events on the renewable opportunities in Queensland and the employment impacts of COVID-19 have engaged state decision makers and locals in regional Queensland to change the story on renewables to one of job potential and economic growth.

**Unfortunately, there are numerous obstacles stopping new clean energy projects from getting off the ground. These include policy uncertainty, and an urgent need for more transmission infrastructure and energy storage.**

For Queenslanders to get a bigger slice of the jobs and investment pie, Solar Citizens continues to campaign for the Queensland Government to encourage investment, and fast-track new state owned clean energy projects and transmission.



# SUPERCARGE ARENA

The Australian Renewable Energy Agency (ARENA) is a world class agency that has funded hundreds of innovative renewables projects across Australia, investing in research and development to support renewable technologies to reach commercialisation and advance the global transition to clean energy.

For nearly a decade, ARENA has played a crucial role in supporting renewable energy innovation. ARENA has provided funding for hundreds of renewable energy projects, delivering thousands of jobs, billions of dollars of private investment, and driven down the costs of renewable energy.

Projects have partnered researchers and industry experts to develop solutions for the challenges faced transitioning to clean energy and brought valuable commercial outcomes for Australians.

Australia has become an international leader in renewable energy innovation, utilising ground-breaking research to capitalise on our wealth of solar and renewable energy resources.

**But Australia's potential to continue and grow as a global leader is at risk if ARENA loses funding or its renewable-focused mandate.**





# 2019-2020 CAMPAIGNS

# SUPERCHARGE ARENA

**With growing demands for clean energy solutions, Australia needs ARENA now more than ever, but lack of Federal Government support has been damaging to the agency.**

ARENA was set to run out of funding for new projects within the year with no commitment from the Government for further funding.

## Our campaign called on the Government to:

- Restore \$460 million of previously cut ARENA funding in the 2020 budget
- Commit to long-term funding for ARENA of at least \$2.5 billion to 2030, with a renewable-focused mandate

To save ARENA Solar Citizens collected more than 7500 signatures, including 23 leading renewable researchers and 8 energy organisations, on our ARENA open letter calling for the above funding demands.

Solar Citizens' supporters were rightly outraged over news that the Federal Government planned to change the mandate of ARENA to allow for the funding of fossil fuels and more than 2000 supporters emailed the Federal Energy Minister to keep ARENA and the Clean Energy Finance Corporation fossil fuel free. Another 752 emailed their State Energy Minister.

We also produced a video featuring the Community Power Agency; highlighting the 1MW solar garden coming to fruition in the New South Wales Riverina that was made possible through ARENA funding.



# ROOFTOP RECOVERY

The economic impacts from the 2020 COVID-19 crisis meant federal and state governments were considering a range of stimulus measures to promote economic recovery.

**In response to this opportunity Solar Citizens produced the Rooftop Recovery report; detailing how rooftop solar presents a wide range of economic and employment benefits, and how rapidly expanding existing programs can create thousands of jobs, lower power prices and put more money back into our economy.**

Beyond the lower power bills experienced by people and businesses fitted with solar panels, investing in measures that encourage the uptake of rooftop solar makes good economic sense.

As the Federal Government and most States and Territories had existing programs to assist with the roll out of rooftop solar and batteries, Solar Citizens proposed that many of these programs be scaled up, allowing them to be quickly implemented stimulus measures.

This report described the different programs in each state, and made recommendations as to which ones could be expanded to create jobs and assist with meeting the energy needs of Australia's most vulnerable households.

More than 750 solar citizens sent the Rooftop Recovery report to their State Energy Minister and another 600 emailed the report to Federal Energy Minister Angus Taylor.





# ROOFTOP RECOVERY TESTIMONIALS

### CASE STUDY

#### Sean – solar business owner



Super Green Solutions has installed over 83 solar systems on rental properties in Townsville, for landlords looking to assist and retain their tenants and for several tenants in community housing.

These PV solar systems relate to hundreds of dollars of energy savings off every power bill for low income households (that need it most). This initiative ensures that it's now not just home owners that have access to the financial benefits that solar provides.



### CASE STUDY

#### Maggie - bushfire survivor



Much of my property and the main family home was destroyed by a bushfire in November 2019. We lost everything, including our solar system.

My oldest son was able to save his house, including his solar system, which he has just upgraded.

We need to build back our community, including our energy systems, and we need to do this in a way that makes us resilient to bushfires and other extreme weather events. Solar is the best way to go.



# 2019-2020 REPORTS

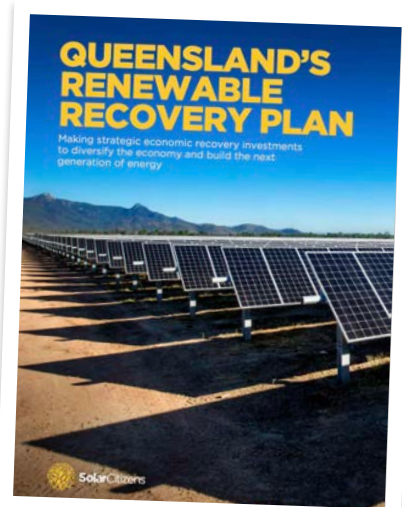
## QLD'S RENEWABLE RECOVERY

In a low carbon world, one of Queensland's main competitive advantages is an abundance of solar and wind resources that can be utilised to generate clean, cheap electricity.

To showcase the economic potential of Queensland's renewable energy industry, Solar Citizens published the Queensland Renewable Recovery Plan.

**This report details how rolling out more small-scale solar and storage, and investing in key large-scale renewable energy and transmission projects, will create jobs and lower electricity prices for Queensland households and businesses.**

Solar Citizens' Queensland Renewable Recovery Plan was covered in the Townsville Bulletin and 9 other media syndications throughout the state. More than 500 Queensland solar citizens sent the report to their local MP and State Energy Minister.



QUEENSLAND RENEWABLE ENERGY ZONE	POTENTIAL SOLAR AND WIND CAPACITY*	JOB YEAR POTENTIAL, PLANNED CONSTRUCTION AND DEVELOPMENT	ONGOING JOB YEAR POTENTIAL
Far North Queensland	3,500MW	8,753	649
North Queensland Clean Energy Hub	26,600MW	70,753	4,972
North Queensland	3,400MW	8,556	374
Barcaldine	11,900MW	29,238	1,738
Isaac	10,700MW	25,006	1,595

### STIMULUS MEASURES TO BOOST QUEENSLAND'S ECONOMY:

- Expand existing rooftop solar programs for renters and public housing residents.
- Extend the popular no-interest small-scale solar loan scheme.
- Roll out 50,000 household battery storage systems with rebates and no-interest loans – prioritising Queensland made battery systems.
- Expand and prioritise the rollout of solar and storage for remote communities – while ensuring appropriate community consultation.
- Increase CleanCo's budget, allowing for more publicly-owned large-scale renewable energy projects.





# QLD'S RENEWABLE RECOVERY

**Turbocharging Queensland's renewable energy sector also sets the Sunshine State up for the future: unlocking opportunities for new renewable-powered manufacturing and hydrogen export industries.**

If the right investments are made now by the State Government, in ten years there could be more than 5,800 Queenslanders employed long-term in clean energy generation and tens of thousands more working in 'green' steel and renewable hydrogen production.

Up to 75% of the jobs created by a thriving renewable energy industry would also be in regional Queensland – assisting some of the communities worst-hit with high unemployment.



## **\$65 BILLION** IN REVENUE

If Australia gained just 6.5% of the global steel market it would create 25,000 ongoing manufacturing jobs in Queensland and New South Wales, and generate \$65 billion in annual export revenue

# SOLAR CITIZEN

## PROFILES

### Thanasis from Adelaide

Thanasis and his spouse Dimitra, have been satisfied solar owners for 12 years, and are looking forward to upgrading their system and installing batteries at the first reasonable opportunity (and to one day buy an electric car to complete the trifecta).

On behalf of both Solar Citizens and the local SA body, the Renewable Energy Policy Group, Thanasis has been meeting with his local MPs advocating for solar households and for renewable energy in general.

He also appeared on the 7.30 Report talking about the implications of AEMO switching off exports from solar households.

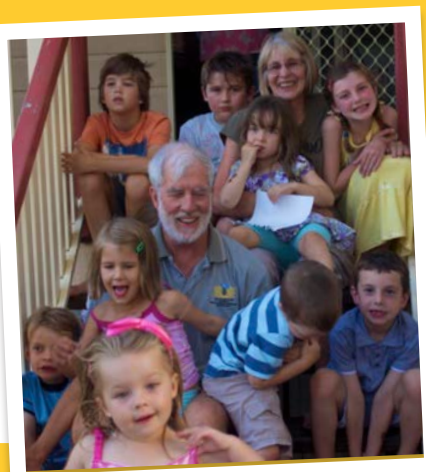


### John from Brisbane

A retired GP living in Ipswich, west of Brisbane, John has been an active member of Solar Citizens since 2016.

John is an experienced lobbyist for renewables and climate action, and is currently mentoring other Solar Citizens supporters to meet MPs and candidates in the lead up to the Queensland election.

This year John recruited two of the State MPs to sign the pledge supporting more publicly owned renewables for Queensland.





# SOLAR CITIZEN

## PROFILES

### Janet from the Sunshine Coast

Janet has been volunteering with Solar Citizens from our inception in 2013 and has been an instrumental part of our Queensland efforts.

She is passionate about getting to a future powered by 100% renewable energy and has a background in university administration.

Janet ensures all the Sunshine Coast team meetings involve delicious food & drinks to accompany their strategic discussions.

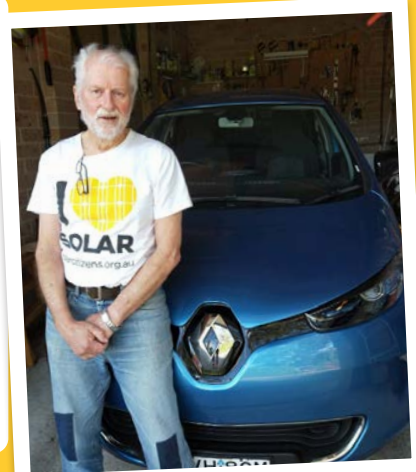


### Peter from Sydney

Peter is an active solar owner and Solar Citizens volunteer, representing solar owners on the Ausgrid NIAC (New Innovation Advisory Committee) committee and a couple of other committee processes.

Peter uses his engineering background and personal experience to advocate to anyone who will listen for a rapid transition to 100% renewable energy.

Peter lives in Sydney with his spouse Anne and Zoe – a fully electric Renault ZOE, which runs on sunshine. He is currently planning to replace an elderly gas boosted HWS with a solar boosted heat pump HWS.



# MEDIA

**Solar Citizens was mentioned in the media 340 times; featuring in 40 unique media stories and more than 300 syndications — including ABC's 7.30 Report and 7 News.**

During the 2019–2020 financial year, Solar Citizens has continued to demonstrate its standing as a trusted source and spokesperson for all things solar.

Through proactively gathering media attention through report launches and events, 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.



**Solar group says uncertainty thwarts 51,000 jobs in Qld**  
News Corp, 12 May 2020



## MEDIA HIGHLIGHTS

- **Energy regulator could force you to switch off your solar panels**  
"In the last 12 years we've probably earned about \$9,000 worth of feed in tariffs. That's been a very substantial reduction in the cost of our electricity" Thanasis Avramis  
7.30 Report - 17 April 2020
- **Renewable energy could create 51,000 jobs, and inject \$36 billion into the economy**  
"These 108 renewable energy projects would mean 51,000 jobs across Queensland and \$36 billion investment" Ellen Roberts  
7 News Brisbane - 19 May 2020
- **Survey sounds death knell for coal power**  
"Building a new coal-fired power station in Queensland would require extensive government subsidies and it's clear that the majority of Queenslanders don't support the idea" Ellen Roberts  
35 syndications - 29 April 2020
- **Solar group says uncertainty thwarts 51,000 jobs in Qld**  
"These projects would present ongoing job opportunities for regional Queenslanders and could play a key role in boosting the struggling economy" Ellen Roberts  
7 syndications - 12 May 2020
- **Potential 14,000 jobs to be created by 22 new projects**  
"New renewable projects are facing mountains of hurdles and developers are saying to us, 'we're looking down south,' because the incentives are just not here to bring the projects to Queensland" Ellen Roberts  
25 syndications - 13 May 2020
- **Green energy could provide jobs boom after COVID-19**  
"For Queenslanders to get a bigger slice of the jobs and investment pie, we need the federal and state governments to step up and remove some of the barriers stopping new projects from getting off the ground" Ellen Roberts  
26 syndications - 14 May 2020
- **SA power link with NSW to avoid blackouts**  
"It's vital that the State Government and network continue to explore and implement other options, such as battery storage and demand response, to overcome grid issues" Stephanie Gray  
130 syndications - 19 June 2020

**Green energy could provide jobs boom after COVID-19**  
News Corp, 14 May 2020



# SOCIAL MEDIA

**Socialising our work to protect and grow solar is more important than ever during COVID-19 and Solar Citizens' social media community has continued to grow.**

Solar Citizens' Facebook and Twitter channels continue to be powerful tools in growing brand awareness, building our community, and engaging with the media and decision makers.

The audience tuning into Solar Citizens' social media channels continue to stay actively engaged, and audience growth has continued to increase. Solar Citizens' Facebook following grew by 733 to 25,634 and Twitter grew by 919 followers to a total of 8619.

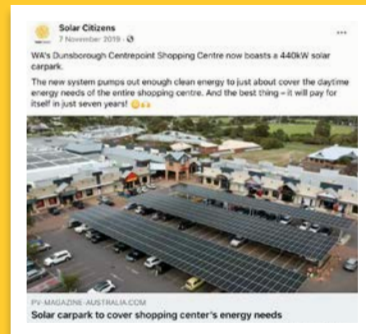
## TOP PERFORMING POSTS



- **45,417** reached
- **4,219** engagements
- **14,600** video views
- **371** likes
- **59** comments
- **417** shares



- **56,303** reached
- **4,655** engagements
- **1,700** likes
- **221** comments
- **808** shares



- **29,759** reached
- **6,885** engagements
- **1,300** likes
- **77** comments
- **821** shares



# FINANCIAL STATEMENT

## STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 30 JUNE 2020

CURRENT ASSETS	2020	2019
Cash and cash equivalents	424,372	195,166
Accounts receivables	40,796	2,555
GST receivable	273	–
Prepayments	1,886	2,180
<b>TOTAL CURRENT ASSETS</b>	<b>467,327</b>	<b>199,901</b>
<b>NON-CURRENT ASSETS</b>		
Property, plant and equipment	–	1,193
<b>TOTAL NON-CURRENT ASSETS</b>	<b>–</b>	<b>1,193</b>
<b>TOTAL ASSETS</b>	<b>467,327</b>	<b>201,094</b>
<b>CURRENT LIABILITIES</b>		
Accounts payables	10,392	20,315
Accruals	4,090	5,000
GST payable	–	66
Provisions - Annual Leave	13,580	6,405
<b>TOTAL CURRENT LIABILITIES</b>	<b>28,062</b>	<b>31,786</b>
<b>TOTAL LIABILITIES</b>	<b>28,062</b>	<b>31,786</b>
<b>NET ASSETS</b>	<b>439,265</b>	<b>169,308</b>
<b>EQUITY</b>		
Accumulated surpluses	439,265	169,308
<b>TOTAL EQUITY</b>	<b>439,265</b>	<b>169,308</b>



# FINANCIAL STATEMENT

## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2020

INCOME	2020	2019
Grants and large donations	443,500	473,929
Appeals and small donations	173,428	173,104
Merchandise sales	471	5,772
Other revenue and interest	102,930	14,037
<b>TOTAL INCOME</b>	<b>720,329</b>	<b>666,842</b>
<b>EXPENSES</b>		
Audit and accounting fees	16,856	17,246
Bank and merchant charges	5,118	5,990
Communications, media and advertising	39,139	6,951
Contractors and consultants	36,394	116,591
Contractors and consultants	1,193	597
Contractors and consultants	31,546	5,966
General expenses	3,603	8,346
Graphic design expenses	-	11,653
HR expenses	490	145
Insurance	3,561	3,356
Meals and accommodation	-	3,009
Merchandise purchases	-	5,759
Office expenses, printing and stationery	2,212	732
Other employee expenses	(3,560)	12,584
Postage, freight and couriers	122	1,613
Printing - Campaigns	-	2,833
Rent	5,727	20,895
Subscriptions and memberships	2,038	7,982
Superannuation	24,289	43,849
Telephone and internet	1,620	4,024
Training and workshop expenses	84	2,629
Travel - Campaign	2,650	14,123
Venue and equipment hire	1,545	12,293
Wages and salaries	262,873	499,916
Website and video expenses	12,872	12,426
<b>TOTAL EXPENSES</b>	<b>450,372</b>	<b>821,508</b>
<b>SURPLUS / (DEFICIT) FOR THE YEAR</b>	<b>269,957</b>	<b>(154,666)</b>
Other comprehensive income	-	-
<b>TOTAL COMPREHENSIVE PROFIT / (LOSS) ATTRIBUTABLE TO THE MEMBERS OF THE ASSOCIATION</b>	<b>269,957</b>	<b>(154,666)</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 Graeme Wood Foundation, Reichstein Foundation, Diversicon Foundation, Pace Foundation, Mullum Trust, M Adena and J Daly, Brian Snape, S M Robinson, and Lincoln Kern of the Microlaena Lawn Endowment at the APS Foundation for donations they have made to the community campaign work of the last year. We also acknowledge the support from other private donors.

Thousands of individuals have made financial contributions to help us do our work in this last year. From the hundreds of generous monthly donors, to others who have contributed to support specific campaign activities; including, saving Australia's large-scale renewable energy industry from collapse, protecting the Australian Renewable Energy Agency and Clean Energy Finance Corporation, raising solar and renewable energy on the Queensland state election agenda, promoting our groundbreaking research, and growing our solar-loving community. Each and every contribution, no matter the size, is greatly appreciated by everyone involved in 100% Renewable.

Special thanks also goes out to those who served on the board over this financial year Lindsay Soutar, Taegen Edwards, Sue McKinnon, David Barnden, Sandy Pitcher, Claire O'Rourke, Max Shipton, Mark Capps, Kristen Lyons, Hema Raman, Ric Brazzale, Dave Copeman, Sarah Roberts, Clara Mazzone as the steering committee of 100% Renewable community campaign.

Thanks to our team of staff who have worked for us for the last year Ellen Roberts, Oliver Woodley, Stephanie Gray, Hannah Mitchell, Tyler Pierce and Inari Saltau, and our intern Thomas Taylor. Thank you to our financial forecaster Lisa Lewin and accountant Claire Turner.

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.









