

**100% Renewable Energy**

**Annual Report 2011–2012**



## 100% Renewable — who we are



100% Renewable is a community-initiated campaign working to move Australia towards a future powered entirely by clean, renewable energy. Over the past few years, thousands of people all over Australia have come together in their local communities to discuss how they might take action for a clean energy future.

Through a nation-wide 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 two years ago we have worked with over 100 community groups around the country and built a supporter base of over 10,000 people.

### 2011–2012

2011–2012 saw the development and delivery of the highly visual Let's Build Big Solar campaign, which engaged thousands of ordinary Australians — and dozens of Members of Parliament — in promoting the potential of big solar in Australia.

From Ballarat to Balmain, Canberra to Cairns, people have gathered in pubs, cafés, living rooms and community centres and formed groups, started talking to the public, running stalls, getting in the media and meeting with their local politicians.





## Letter from the Director



Well this year finished on a high for the dozens of local community representatives who came to Canberra for the first ever big solar national lobby day. Local leaders drank green tea with Malcolm Turnbull, had a turn of the famous Bob Katter hat, and met with members of the shadow ministry including Joe Hockey, Greg Hunt, Ian McFarlane and all importantly the leader of the Opposition Tony Abbott to share with them the community desire for solar.

This day was the culmination of months of work engaging local community members with the 'big solar poll' — in which we talked to thousands of ordinary Australia about the potential for large scale solar here in Australia — and found overwhelming levels of support for getting on with the jobs of putting solar farms on retired agricultural land, PV arrays on our big commercial rooftops and solar thermal in place of old coal plants in places like Port Augusta.

The year also saw the emergence of our cheerful solar mascot Sunny, an inspiring training and networking event for 120 local community leaders on the banks of Sydney's Georges River, and hundreds of smiling solar cupcakes being delivered to members of parliament at our big solar national launch event.

During the course of this effort we saw the passage of the Clean Energy Finance Corporation (CEFC) legislation that will unlock \$10 billion worth of new finance for renewable energy projects, new solar farms being announced and news internationally of other countries making multi-billion dollar investments in solar projects. Very soon the new carbon price will come into being, sending a clear and unambiguous signal that investment in polluting energy sources is the way of the past and wind and solar is the only option for today and tomorrow.

But life in the renewable space is never anything if not rocky. There are questions hanging over the future of the CEFC with the Coalition refusing to support it and new murmurs of a number of parliamentarians backing away from their support of the renewable energy target.

This will all make the task of demonstrating to our political decision makers that the community wants wind and solar an important task as ever as we head into the rest of 2012 and then into 2013.

Once again, thanks so much to the generous support advice and encouragement of our friends and allies in the climate and renewable NGO world, and to our financial contributors without who we couldn't support the level of activity we do, nor have nearly as much impact. But most of all thanks to the hundreds of local community volunteers who give up their precious Saturday morning sleep ins or Sunday afternoons with the kids to get out and about in their community and work for the kind of future we all want to see.

It's those people that inspire me to keep going day in day out, and who make me think I must be one of the luckiest people in the world to do the work I do.

Sunny regards,

Lindsay Soutar

**“Our focus this year was Let’s Build Big Solar, a campaign to promote the potential of big solar in Australia. In the lead up to the legislation of the new \$10 billion Clean Energy Finance Corporation, we were keen for politicians to understand the huge public support for solar power in Australia.”**





## Campaign activities

### LET'S BUILD BIG SOLAR CAMPAIGN



Our focus this year was Let's Build Big Solar, a campaign to promote the potential of big solar in Australia. In the lead up to the legislation of the new \$10 billion Clean Energy Finance Corporation, we were keen for politicians to understand the huge public support for solar power in Australia — and to ensure this new funding body was set up in a way that would support large scale solar power.

#### All I want for xmas is...big solar!

- Local constituents sent big solar Christmas cards with warm wishes and a big solar
- Every MP in the country received at least one card with at least 500 sent nationally



#### Launching Big Solar

- 50 local campaign launch events were held around the country
- Most launch events gained national media and were communicated to local MP



#### Cupcakes for Politicians

- In March, a small team of staff and volunteers delivered Sunny cupcakes to politicians, staffers and media at Parliament House in Canberra, raising blood sugar levels and grabbing attention for the launch of the Big Solar campaign.



#### The appearance of Sunny

- Our solar mascot, 'Sunny', made impromptu visits to speak personally with politicians, including Tony Abbott, Kevin Rudd and Barnaby Joyce.

#### 12,000 voices in support of big solar

- 8,344 people were polled face to face on their attitudes to big solar by volunteers from 31 groups.
- A further 4,025 people completed the poll online.
- 12,000 Voices: Australia's vision for Big Solar presented the poll's findings of overwhelming support among the community for big solar plants in Australia.





### **Big solar lobby day**

16 groups met with their local politicians in their electorates to engage them on the issue of renewable energy.

A further 27 volunteers travelled to Parliament House in Canberra to present the findings of the report to 50 politicians and ministerial staff, including federal Ministers, Leader of the Opposition, Tony Abbott and prominent members of the shadow front bench.



### **REPOWER PORT AUGUSTA**

Through its involvement with the Repower Port August Alliance, 100% Renewable has thrown its support behind the campaign to see Australia's first solar thermal power station built in Port Augusta, South Australia.

Together with Australian Youth Climate Coalition, Beyond Zero Emissions, Conservation Council of South Australia, Doctors for the Environment and CLEAN, 100% Renewable is a founding member of this growing alliance.

South Australian regional organiser Philippa Rowland has worked with this alliance to build support in Port Augusta and South Australia the town through tactics such as a Community Vote. Local members of the alliance also visited Canberra to take part in the Big Solar Lobby Day.

### **RAPID RESPONSE NETWORK**

Being responsive to political situations as they unfold is critical for our campaign. We have been building a list of supporters we can alert when particular situations arise that require a quick response — a politician repeats a myth about renewable energy or attacks a solar policy.

We strategically mobilised supporters in this way on eight occasions to ensure local MPs and political leaders heard the voices of people who care about renewable energy.

#### **Rapid response moments included:**

- On 2 February Energy Minister Martin Ferguson released a new Energy White paper that outlined an energy future heavily dependent on coal and gas. Dozens of rapid responders emailed the Prime Minister Gillard asking her to revise the White Paper to include a more ambitious vision for renewable energy
- On 8 March local groups responded with phone calls and emails to Joe Hockey when he publicly questioned the worth of the Clean Energy Finance Corporation
- On 18 April the new head of the CEFC Gillian Broadbent stated publicly that Shadow Climate, Energy and Finance Ministers Hunt, McFarlane and Robb had refused to meet with the Head of the CEFC for a briefing. Members responded with tweets, emails and letters to the editor
- On 21 June local groups sent hundreds of emails to local Coalition MPs and Leader of the Opposition Tony Abbott, congratulating Abbott after he stood up in the party room and told some who were trying to undermine the renewable energy target that "people saw generating renewable energy as an important issue and the Coalition had to commit to it."

**“27 volunteers travelled at Parliament House in Canberra to present the findings of the report to 50 politicians and ministerial staff, including federal Ministers, Leader of the Opposition, Tony Abbott and prominent members of the shadow front bench.”**



## **DEVELOPING THE PEOPLE WHO ARE PART OF OUR CAMPAIGN:**

The most important work we do is staying in touch with and developing the skills of the people who volunteer with the campaign. Much of our work focuses on these two activities. While training and mentoring are clear examples of this, developing strategy is another way 100% Renewable keeps its network of community campaigners alive.



### **Oct 2011 – The Big Solar Strategy development – building skills and developing our network**

The announcement of the Clean Energy Future package in July 2011 with its significant funding promises for renewable energy was a chance for us to take stock and plan where next to take the campaign. We engaged the active groups within the campaign in a strategy development process that would both draw on our campaigners' extensive knowledge and inspire groups to want to be part of it. This process also provided an opportunity to introduce our active volunteers to different techniques of strategy development they can then use within their own groups.

Feedback from groups was then distilled into a more cohesive strategy at a ten person workshop involving staff and regional organisers, again with the focus on training organisers in strategic thinking.

The result of this process was a comprehensive strategy document for a campaign around building big solar power for Australia.



### **Feb 2012 – Big Solar Boot Camp**

Our main training event for the year was the Big Solar Boot Camp, held in Sydney in February 2012 and bringing together over 120 community leaders from as far afield as Cairns and Adelaide. The weekend event was a crash course in understanding the Big Solar strategy and learning techniques to help leaders roll out the campaign in their own electorates.

A range of guest speakers from politics, the renewable energy industry and other campaigns provided some valuable information and perspective and there was even some fun time for swimming and enjoying a live band on the Saturday night.

The camp also saw the team of regional organisers step up to run the weekend's program themselves, deepening their skills in presentation and facilitation.

Select quotes from attendee evaluations of the training event:

**"Glad I came! Facilitation was great. So was the organisation."**

**"I wanted to be inspired and I am. It was not just another talk fest."**

**"It was wonderful to meet people from around Australia doing great things and take in the great vibe and stories."**





## May 2012 – Training for Canberra Lobby Day

The Big Solar lobby day brought 27 local community leaders to Parliament House in June 2012, while the parliament's legislative focus was on the new renewable energy funding body, the Clean Energy Finance Corporation.

We prepared for our meetings with a day of training at nearby ANU, to develop skills these participants could use to make each of the meetings as valuable and effective an experience as possible.

**"I felt like we had a big presence there on the day. I liked the training and the model of social influence we were following."**

Peter, Brisbane.



## Ongoing – Regional organising network

A team of 8 voluntary regional organisers help maintain the 'glue' that binds the campaign together — making the calls to the groups in their areas, explaining campaign activities and supporting local leaders to deliver tactics with their groups. By encouraging local groups to think strategically they help build capacity of campaigners around the country not only to campaign for renewable energy but also for other important causes.

One notable example of this is the Moorabool Environment Group in Bacchus Marsh, Victoria, who took lessons from involvement with 100% Renewable in the first part of 2011 into their fight against a proposed open-cut coal mine on their back door step that still continues.

The regional organisers themselves are trained in campaign skills, given opportunities to practice these skills and receive personal mentoring. We were able to provide 50 hours of one to one mentoring and coaching to regional organisers during this year.

## MEDIA

The campaign maintained a strong presence in social and traditional media throughout the year. Our campaign supporters were able to keep up with Big Solar events and news as they were happening on Facebook and Twitter, with our Facebook community climbing above 2500 and our twitter followers growing to over 2000.

Much of our traditional media coverage was generated through our participating groups who gained local media coverage in their print and online outlets in their local area. As always, training and equipping campaign participants with skills such as media engagement was an important part of our work.

Opinion pieces appeared in The Age, ABC's The Drum, online news sites, RenewEconomy and Climate Spectator

Other coverage appeared on ABC's 7.30 Report and Radio National, the Sydney Morning Herald, industry publications such as CSIRO's ECOS magazine, Solar Choice and various regional radio stations.



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## Snapshots of our community

### JAMIE DAVID, REGIONAL ORGANISER, CAIRNS

Being part of the 100% Renewable has taught me to look forward to stepping out of my comfort zone. It's also been hugely satisfying to be actively involved in such a positive and effective campaign.

There have been challenges aligning a national campaign with local conditions in an isolated region like Far North Queensland. For example, we delayed engaging in the Big Solar campaign because of a combination of the wet season and state elections. As it happened, most of the South had its own unscheduled "wet season" and it was hugely inspiring to see how all of the groups just took it in their stride.

One of the big highlights for me was the knowledge that when I went into the face to face meetings with politicians in Canberra, I knew I was speaking for a lot of people.

I'm struck as I talk to people in the community about renewable energy that it's clear the vast majority of people get it. A transition to renewables is common sense to them and they accept it as inevitable - we're just pointing out that sooner is better than later. It's inspiring to see how people respond to the benefits of the solutions, even if they might not want to acknowledge the problems.



### REGIONAL ORGANISERS



**Kirsten Kennedy, Organiser – Brisbane**

Kirsten is a Brisbane based climate campaigner working in a volunteer role with residents, schools and community groups to live more sustainably. As a founding member of the Pine Rivers Climate Action Network, Kirsten has been actively involved in community projects since 2007 to reduce carbon emissions at a local level.



**Sue Cooke, Organiser – Brisbane**

Sue is a health professional and mother of two twenty-somethings. David Suzuki inspired her to much study, and years of involvement in the 'healthy and sustainable schools' movement. Sue is a founding member of St Johns Wood Sustainability, a climate action and sustainability community group in an inner Brisbane suburb. Sue has recently begun teaching at university on the impacts of climate change on public health.



**Jamie David, Organiser – Far North Queensland**

Jamie is an English as a Second Language teacher who has also worked for many years as a musician and songwriter. He volunteers with the Cairns and Far North Environment Centre and Beyond Zero Emissions presenters group.



**Jim Rees, Organiser – Regional NSW**

Jim is a Community Environment Educator, Sustainable Schools facilitator, Horticulture and Construction Skills Trainer. He lives in Wagga and joined the 100% Renewables team at the end of 2009. Jim has worked on sustainability issues for many years but joined 100% Renewable as it was the first real community organising he has seen on climate issues.



**Karen Corr, Organiser – Central and Northern Victoria**

Karen is a passionate environmentalist, social entrepreneur and mother of 2 beautiful little boys. Karen became involved with the 100% Renewables Campaign during her time as President of the Bendigo Sustainability Group. Karen has a background in environmental engineering and a passion for creating and implementing change through community initiatives. Her latest venture is creating a social enterprise called Make a Change which provides fun, skill sharing, creative programs for changemakers.



**Danae Bosler, Organiser – Melbourne**

Having worked as a researcher, educator and organiser in the union movement, Danae brings considerable experience to the role of regional organiser. She has volunteered for The Climate Project and Union Climate Connectors, and is currently doing postgraduate study at Melbourne University.



**Philippa Rowland, Organiser – South Australia**

Currently living in Adelaide, Philippa remains an Executive Officer of Clean Energy for Eternity (CEFE), a community group that has inspired practical community action on climate change across south eastern NSW and two Sydney suburbs. Her belief that transition to bring renewable energy up to scale requires major investment led Philippa to work on Australia's first community solar farm project for several years and she retains a keen interest in community owned solutions. In her previous life as an agricultural scientist, Philippa worked on sustainability and risk management for over twenty years, within both Federal government and community groups.

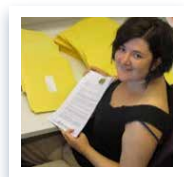


## STAFF

This year saw the organisation create new positions of National Director, Organising Program Coordinator and Communications Coordinator. Linds, Dean and Andrew respectively. Jen too.

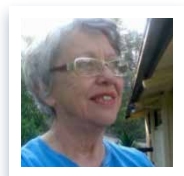
100 Percent want to give great thanks to the members of the board for their invaluable guidance and leadership. It is also great to welcome to the board Erland Howden, Mike Collins and Bec Wilson who joined the board to help steer this young and highly effective organisation.

## BOARD



### **Nicky Ison, *Chair***

Nicky Ison has been involved in the 100% Renewable campaign since its inception and today contributes to the Campaign as the convener of the Steering Committee. With many years involvement in grassroots organising Nicky is an experienced facilitator and strategist. Nicky works as a Research Consultant on climate change and energy at the Institute for Sustainable Futures at UTS Sydney. As a co-director of the Community Power Agency she is also deeply passionate about empowering communities to take control of their own energy future through locally owned community renewable energy projects.



### **Jo Lewis, *Treasurer***

Jo is a retired small business owner and an Interior Designer and lives on the Far South Coast of New South Wales. She is on the board of the Sapphire Coast Producers Association — South East Producers executive, and a member of local environment group Clean Energy for Eternity.



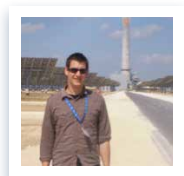
### **Jim Rees**

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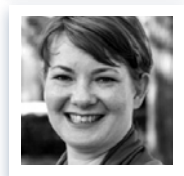
### **Erland Howden**

Erland is a member of his local climate action group, Katoomba Area Climate Action Now in the Blue Mountains west of Sydney where he works at a local level on the 100% Renewable campaign as well as helping coordinate a project to start a community-owned renewable energy project in the region. Professionally, Erland is a climate and energy campaigner with Greenpeace Australia Pacific, where he works mainly on the transition away from coal with a focus on outreach and community engagement. Previously, Erland worked as climate campaigner at the Nature Conservation Council of NSW, where he coordinated the popular Walk Against Warming event in 2006 and 2008.



### **Mike Collins**

Mike is an active member of Climate Action Newcastle, and has been involved in various community-building projects in Newcastle. He has a particular interest in the application of appropriate renewable energy technologies in a community development context. Mike is a Mechanical Engineer working in Solar Thermal Energy research.



### **Bec Wilson**

Rebecca Wilson is Director of Learning and Development at Change.org, where she leads on campaign innovation and learning for teams across 20 countries. Previously, Rebecca spent eight years as an advisor to the independent Lord Mayor of Sydney, Clover Moore, broken by a stints as Campaigns Director for GetUp in 2010, and for Obama for America in South Carolina and Ohio in 2008. When she left Clover's office in early 2012 she was Policy Manager.

## Partners and supporters

100% Renewable is fortunate to work as part of a wider movement of people and organisations all working for a clean, safe and equitable future.

A number of generous donors and supporters have helped make possible the work we have done this year.

Thanks to Ann and Bruce McGregor, Brian and Diana Snape, the Mullum Trust and Diversicon, for their generous donations to the campaign.

Also thanks to the dozens of individual donors — many of whom add a financial contribution to the generous donation of time and energy they already make to the campaign.

Our allies at the Australian Conservation Foundation, WWF and GetUp! have provided financial and strategic support to the campaign, while friends at Australian Youth Climate Coalition, Beyond Zero Emissions, Greenpeace, Environment Victoria and NSW Nature Conversation Council have joined with us on various tactics, shared ideas, strategy development and helped keep us motivated with their extraordinary achievements.

Greenpeace, Getup! and the Mt Alexander Sustainability Group all provided office space (and good company) for our campaign staff at different times through the year.

Through 2012 we have been delighted to start working more closely with the renewable energy industry and in particular thank Pacific Hydro, Australian Solar Energy Society, and the Clean Energy Council.

Most of all we want to thank the hundreds of groups and individuals who, as part of this campaign and many other campaigns all around the world, generously give their time, their hands and their hearts for causes they passionately believe in.



## Financial Statement

### 100PERCENT RENEWABLE COMMUNITY CAMPAIGN

Annual Financial Report for the period 1/7/ 2011 – 30/06/2012

<b>Opening Balance</b>	<b>\$50,774.78</b>
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#### INCOME

Grants and large donors	\$102,283.83
Merchandise sales	\$659.20
PayPal & GiveNow	\$5,989.90
Donations above \$1,000.00	\$34,000.00
Small donations	\$18,158.45

<b>Income Total</b>	<b>\$161,091.38</b>
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#### EXPENDITURE

Merchandise (cost of goods)	\$5,323.49
Trainers & Consultants	\$5,270.00
Design & Printing	\$9,391.00
Workshops, Travel, Catering, Sunny campaign & lobby days	\$11,307.49
Accommodation	\$20,759.00
Donations Gifted & Scholarships	\$1,067.06
Telephone & Teleconferencing	\$1,397.73
Office supplies, equipment, & Association Return	\$73.70
Postage & Freight	\$1,320.05
Workcover & public liability insurance	\$1,907.10
Bank fees	\$47.66
Subscriptions (AAP & CANA)	\$733.90
PAYG	\$12,307.00
Salaries and Contractors	\$118,602.73

<b>Expenditure Total</b>	<b>\$189,507.91</b>
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<b>Transferred to Debit Card account</b>	<b>\$2,000.00</b>
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<b>Closing balance Account</b>	<b>\$20,358.25</b>
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<b>Closing balance Debit card account</b>	<b>\$1,086.07</b>
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