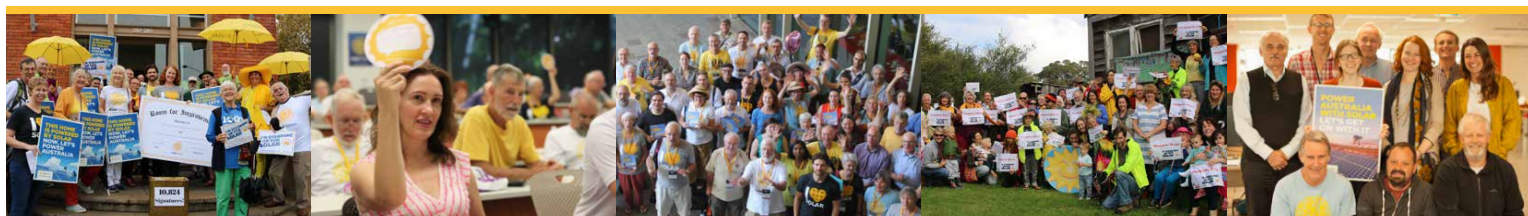


100% RENEWABLE ENERGY

ANNUAL REPORT 2015–2016



100%
renewable

CONTENTS

100% Renewable: Who We Are	2
Letter from the National Director	3
National Campaigns	4
Stand Up For Solar	4
Canning By-election	7
Solar Supercharge	8
The Homegrown Power Plan	9
Vote 1 Solar – Federal Election 2016	10
State Campaigns	18
Industry Engagement	21
Organising	22
Training and Mentoring	23
Media	24
Social Media	26
Facebook	27
Twitter	28
Capture the Sun 2030	29
Solar Citizens Teams	30
Meet the Team	32
Financial Statement	34
Thank You	36

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.

Through a nationwide 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 five years ago we have worked with over 100 community groups around the country and built a supporter base of 85,000+ people.

100% Renewable is non-partisan and has no affiliations with any political party.

2015-2016 SOLAR CITIZENS

In 2015-2016, 100% Renewable's focus on Solar Citizens came full circle with our first foray into serious policy development. In partnership with GetUp!, we developed the Homegrown Power Plan – a policy roadmap to 100% renewable energy within a generation. We took this call for 100% renewables to the recent federal election, running a high visibility campaign that mobilised more than 5,000 volunteers over eight weeks, both online and on the ground.

Over the past year our membership grew from 76,392 to 85,218, we brought 130 delegates together in Brisbane for Solar Supercharge, our first national volunteer conference and training event and we seeded a new state-based volunteer team on the Eyre Peninsula in South Australia.

We continued to stand up for the rights of solar owners around the country, campaigning for a fair price for solar in NSW, Victoria, Queensland and Tasmania and defeating proposed solar taxes in South Australia and Western Australia.

Thanks to the efforts of thousands of volunteers and supporters around the nation, Solar Citizens has cemented its position as a leading community voice for solar owners and renewables with decision makers at local, state and national levels..

2015-2016 achievements

- As part of our Stand Up For Solar campaign more than 250 volunteers participated in 54 Solar Shindig events across the country. As a result, we won a commitment from the ALP to at least 50% renewable energy by 2030!
- More than 130 delegates came together in Brisbane to get trained up at our first ever Solar Supercharge National Action Summit.
- More than 10,000 people signed our postcard petition telling Prime Minister Malcolm Turnbull it's "Time to Shine" on solar and renewable energy policy.
- In WA, our 6,800-strong petition saw the Energy Minister backpedaling on proposals for a new tax on solar owners.
- We released two groundbreaking reports: The Homegrown Power Plan and The State of Solar Report 2016.
- During the election campaign we held 111 activities and events in target electorates, including election placard parties, market stalls, candidate forums and info nights. All up, our volunteers contributed 963 hours of their time.
- Sunny and the team "bird-dogged" 30 politicians over the election period, including Malcolm Turnbull and Bill Shorten. In fact, the PM was bird-dogged 14 times!
- We nailed 155 media mentions in print, online, radio and television in national, state and local news.

LETTER FROM THE NATIONAL DIRECTOR



I'm writing this on July 2, 2016 – polling day for the 2016 federal election. I'm proud to report that Solar Citizens supporters around the country put in our biggest campaign effort yet, with a grand total of 111 activities taking place over the last eight weeks. Passionate volunteers and supporters followed around campaign targets (it's known as 'bird-dogging'!), took part in community surveying, information nights, public meetings and a DIY 'week of action' to put solar and renewable energy firmly on the election agenda.

Election day also marked the end of another busy year of activity for Solar Citizens across 2015–16. We consistently beat the drum for solar owners' rights while simultaneously escalating our call for 100% renewable power by 2030. We have grown to more than 85,000 supporters, with another 30,000+ following us on our social media channels. We've worked with our dedicated teams to grow and advocate directly with state governments and recalcitrant energy companies.

We produced the groundbreaking State of Solar 2016 report, which has shown for the first time that solar households to date have invested \$8 billion of their own money into rooftop PV systems, outstripping investment in the large-scale solar industry. What's more, solar households have saved \$4 billion on power bills so far. Solar is proving to be an excellent investment for cutting power bills, let alone for helping the planet.

We partnered with GetUp! to produce the Homegrown Power Plan – a 60,000-word roadmap for a renewable energy future that will ensure consumer rights are protected and all people can access a fair, clean and affordable energy system. The plan, backed by economic and technical scenarios modelling by the Institute for Sustainable Futures at the University of Technology Sydney, has been warmly welcomed by supporters, volunteers and industry. Not to mention many elements of the plan were included in the Australian Labor and Australian Greens' policy positions ahead of the 2016 poll.

But we know that elections aren't everything, in fact rather than being an end point they signal a new phase in our campaigning and organising – and right now, things are changing rapidly. Post the 2015 Paris Agreement, there is no doubt about it – the planet is moving to clean energy. The transition is firmly upon us, both here in Australia and around the world. It is happening at a frenetic pace, with deep, seismic and redefining shifts to our economies, our jobs, our communities and the way we operate as a society.

Bloomberg's New Energy Finance (BNEF) has forecast a staggering future for investment in renewables globally. Through to 2040, BNEF forecast a record \$7.8 trillion to be invested in renewables, including \$3.4 trillion for solar, \$3.1 trillion for wind, and \$911 billion for hydro power. BNEF's forecasts were closely followed by a new report from the International Renewable Energy Agency (IRENA), which sees the cost of solar photovoltaics (PV) being slashed by up to 59% by 2025 to 6 US cents per kilowatt hour.

It is change we have not seen since the industrial revolution and many either don't get it, or are being incentivised by vested interests in declining industries to slow down the pace of change. We aim to make sure politicians, policymakers and energy industry players either catch up to where Australians are already going, or get out of the way.

Citizens are leading with their wallets, their minds and their hearts, aiming to create economic opportunity and a clean, healthy environment for future generations. I'm very confident that Solar Citizens has the skills, the capacity and the networks to achieve what is urgently required – a clean energy future, pronto.

It really has never been a more exciting time to be advocating for 100% clean power. I'm so glad you are with us on this journey – I have a feeling that, from now on, the sky's the limit.

A handwritten signature in black ink, appearing to read 'Claire', written in a fluid, cursive style.

Claire O'Rourke, National Director

NATIONAL CAMPAIGNS

STAND UP FOR SOLAR

This time last year, renewable energy policy in Australia was still languishing in the doldrums. Our nation desperately needed leadership. The Stand Up For Solar campaign aimed to spark a race to the top by targeting both major parties' renewable energy policies. The campaign involved dozens of constituent meetings with MPs and a suite of integrated tactics.

After months of dogged campaigning, we secured a commitment to at least 50% renewable energy by 2030 from the Australian Labor Party. A race to the top on clean energy began!



Solar Shindigs

In the week leading up to the ALP National Conference in July 2015, we held an Australia-wide Solar Shindig. In 54 events across 44 electorates, people came together to celebrate their love for solar and take a photo to send to their local MPs. And everyone got involved: solar businesses, university lecturers, Green politicians, ALP candidates, old and young, city and country.

A Solar Shindig was also held at New South Wales Parliament, led by the late Dr John Kaye, Member of the NSW Legislative Council. A week later, the Liberal MP Dr Peter Phelps, held a "Carnival of Coal" in response (which was not nearly as well attended and, quite frankly, didn't look like much fun).



ALP Conference 2015

A Solar Citizens delegation attended the ALP National Conference in Melbourne in July 2015, where our presence was vocal and active. We were invited to participate in fringe events with unions and the Australian Solar Council, we held a stall for the duration of the conference complete with a Tesla and information for conference delegates.

When the ALP announced it would adopt our policy of at least 50% renewable energy by 2030 in the Party's national platform, we responded by inviting supporters to send a personalised message which we printed on cards and distributed to delegates on the conference floor.

Stand Up For Solar 'Time To Shine' postcard petition

September 2015 saw the revolving door of national leadership turn again when Malcolm Turnbull ousted Tony Abbott to become Liberal Party Leader and our new Prime Minister.

We launched a national postcard petition to Prime Minister Turnbull telling him that it was "Time to Shine" on solar and renewables.

We distributed our petition at market stalls, community events, door knocking activities and in the post. More than 10,000 people signed the petition that was delivered in a colourful event featuring the wonderful Ecopella at Malcolm Turnbull's Wentworth electorate office in April 2016.

The PM's electorate ranks second last in the whole country when it comes to rooftop solar uptake, so we presented the petition along with a giant "Room for Improvement" certificate to the PM's staff.



Calling for all politicians to Stand Up For Solar

After the Labor Party came to the table, we shifted attention to Liberal-National Coalition MPs. From July to September 2015 we conducted 11 meetings with Coalition MPs in key electorates.

At these meetings, our members were told by Coalition MPs that they did, in fact, support solar and that their policy was effective (while the ALP's policy was economically reckless). Solar Citizens made it clear that the Coalition cannot continue its attacks on the Renewable Energy Target (RET), the Australian Renewable Energy Agency (ARENA) and the Clean Energy Finance Corporation (CEFC) and gained valuable insights that helped inform future campaign strategy.



PHOTO: Solar Citizens' volunteers meet with George Christensen, Liberal Member for Dawson.

CANNING BY-ELECTION

The death of Liberal MP Don Randall triggered a by-election in the outer Perth seat of Canning, WA, held in September 2015. The by-election attracted national attention, as it was seen as the litmus test of Tony Abbott's leadership in the year before the federal election and was in the spotlight when the federal leadership switched to Malcolm Turnbull only days ahead of the poll.

A whopping 50% of homes in Canning sport rooftop solar PV or solar hot water, making it a perfect opportunity to organise solar voters. Solar Citizens collaborated with The Wilderness Society, GetUp! and the Conservation Council of WA in a campaign to raise solar and renewable energy as the number one issue in the by-election.

Polling conducted during the campaign placed renewable energy as the third most important issue to Canning voters, ranking above national security, with almost two-thirds of voters supporting a 50% renewable energy target by 2030.

The campaign resulted in both Liberal and Labor candidates talking about the importance of renewables in all their public presentations.

Here's a snapshot of what we achieved in three short weeks with two organisers on the ground in the electorate:

- 14 volunteers engaged in on-the-ground activities
- 450 election signs distributed
- 58 people attended a 'Rally for Solar'
- Five candidates forums were attended/ ambushed (including one press conference with Tony Abbott and one rally with Bill Shorten)
- We had hundreds of conversations with local constituents
- Successful collaboration with climate and environment organisations



SOLAR SUPERCHARGE

In mid-February 2016 Solar Citizens held Solar Supercharge, a three-day national action summit for clean energy at the Queensland University of Technology in Brisbane.

The summit was an incredible success with over 130 delegates attending from across Australia. Feedback from participants was overwhelmingly positive – they came away really charged up and ready for action. We also saw the beginnings of several new local groups and many of the attendees became key volunteers for the federal election campaign.

The summit included amazing speakers, masterclasses, panels, a political forum, a public action and a social event. High-calibre speakers included investigative journalist Jess Hill, founder of Internode and chairman of the Redflow board Simon Hackett, climate activist and Order of Australia winner Prof David Hood AM, Getup! National Director Paul Oosting, indigenous youth activist Larissa Baldwin of SEED, Beyond Zero Emissions National Director Stephen Bygrave, Roofjuice CEO and industry leader Nigel Morris, and climate journalist and Founder of RenewEconomy Giles Parkinson, just to name a few.

The political forum featured Shadow Environment Minister Mark Butler, Greens Senator Larissa Waters, and Independent Senator Glenn Lazarus. The then Minister for the Environment Greg Hunt, though invited, was a no-show.



PHOTO: Our amazing Solar Supercharge volunteer team.



PHOTO: Larissa Baldwin and Tallara Gray of SEED.



What did you take away from Solar Supercharge?

**“ THAT WE CAN ACHIEVE 100%
RENEWABLE ENERGY AND WE CAN
DO IT RAPIDLY. OUR JOB IS TO GET
THE POLITICIANS TO FOLLOW US,
AND NOT BLOCK US!**

David Hood, Speaker

**“ IT WAS GREAT TO MEET LIKE-MINDED
PEOPLE WORKING IN DIFFERENT
AREAS ACROSS THE COUNTRY,
AND TO GET INSPIRATION THAT
WE CAN MAKE A CHANGE.**

Liz Harris, Delegate

**“ UNANIMOUS AGREEMENT THAT SOLAR
AND RENEWABLES WILL BE THE NEW
ERA OF ENERGY AND EMPLOYMENT.**

Jeffrey Brewer, Delegate



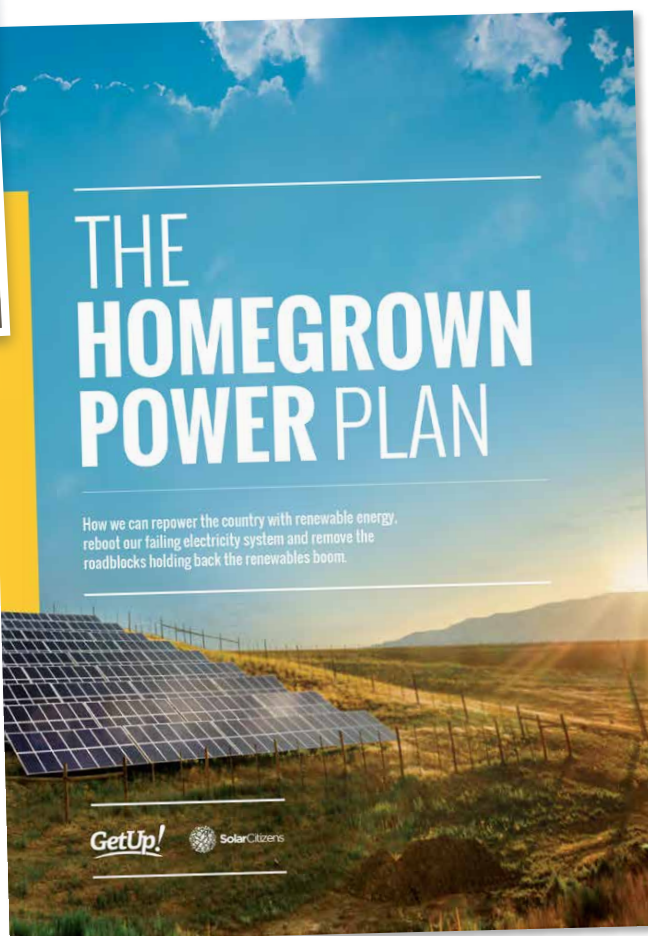
PHOTO: Conference delegates posed for a group photo with Senator Glenn Lazarus, Shadow Minister for Climate Change and Energy Mark Butler and Greens Senator Larissa Waters.

THE HOMEGROWN POWER PLAN

In our first foray into policy development, we partnered with GetUp! to produce the Homegrown Power Plan, a 60,000-word roadmap for a renewable energy future. The plan demonstrates how a just transition to 100% renewable electricity by 2030 is absolutely feasible for our nation and that all of Australia's energy can be completely decarbonised, including all transport, industry and heating, by 2050.

The plan was authored by GetUp!'s Miriam Lyons and Community Power Agency's Nicky Ison and backed by economic and technical scenarios modelling by Dr Sven Teske, Research Principal at the Institute for Sustainable Futures at the University of Technology, Sydney. It presents a credible, economically sound suite of policies that will repower the country with renewable energy, reboot our failing electricity system and remove the roadblocks holding back the renewables boom.

The plan was warmly welcomed by supporters, volunteers and industry – and many elements were included in the Australian Labor Party and Australian Greens' policy positions ahead of the 2016 federal election.



VOTE 1 SOLAR FEDERAL ELECTION 2016

In the lead up to the 2016 election we called on all political parties and candidates to commit to policies from the Homegrown Power Plan that would see Australia transition to 100% renewable power by 2030, including:

- Building big solar
- Creating a national fair price for solar
- Funding community-owned power
- Protecting and expanding the CEFC and ARENA

During the election campaign we held over 111 events in target electorates, including placard parties, market stalls, candidates forums and info nights, as well as working with our friends across the environment and solar sector. All up, our volunteers contributed 963 hours of their time.



Forums

During the election campaign Solar Citizens held forums and launch events across the country to brief constituents and candidates on the Homegrown Power Plan, a roadmap that will get Australia to 100% renewable power by 2030.

Wentworth 100% Renewables Community Forum

More than 500 people turned out to Solar Citizens' 100% Renewables forum at the Paddington Town Hall on June 8. Supported by a coalition of organisations including Doctors For The Environment, Nature Conservation Council of NSW, GetUp! and the Australian Youth Climate Coalition, the forum was a huge success. Dr John Hewson, the former member for Wentworth and former leader of the Liberal Party, gave the keynote address.

Highlights from the Homegrown Power Plan were shared with the attentive audience by its authors, Miriam Lyons and Nicky Ison, and Solar Citizens' National Director Claire O'Rourke. Both the Labor and Greens candidates for Wentworth provided their two-minute election pitch. In fact, the only candidate we didn't hear from was Prime Minister Malcolm Turnbull – who was missing in action in his own electorate!



PHOTO (TOP): Miriam Lyons, Dr John Hewson and Claire O'Rourke at the Wentworth 100% Renewables Community Forum.

PHOTO (BOTTOM): Sunny is impressed by the 500-strong crowd at Paddington Town Hall.

Tamworth Homegrown Power Plan launch

A team gathered in Tamworth the next day to launch the Homegrown Power Plan to New England supporters. Local residents, solar workers and local organisation Voices of New England came along. Together they heard from co-author of the plan Nicky Ison (Institute for Sustainable Futures, and Community Power Agency) and Solar Citizens' National Director Claire O'Rourke.

While in Tamworth, we met with New England candidate Tony Windsor. Solar Citizens also tried to meet with sitting member Barnaby Joyce but he was unavailable. We did run into him on the street outside his office, but unfortunately, he didn't talk for long and walked away mid-conversation.



Solar Citizens
@solarcitizens



Following

Today we challenged @Barnaby_Joyce on the govt's #renewableenergy record. He walked away. #ausvotes #solar



Launceston Homegrown Power Plan launch

Flash forward a week and Claire and Nicky were off to Launceston in the federal electorate of Bass. Over 80 people joined them from across the electorate to talk about the opportunities and energy security a transition to 100% renewable power would mean for the people of Tasmania.



Senate candidates forum in Adelaide

Solar Citizens teamed up with the Australian Youth Climate Coalition, Oaktree, The Wilderness Society, Conservation SA, Oxfam Australia, Campaign for Australian Aid, Solar Council and Catholic Earthcare Australia in the federal electorate of Hindmarsh, to host a Senate Candidates Forum.

Over 300 people attended to hear from the Hon. Penny Wong (ALP), Sarah Hanson-Young (The Australian Greens) and Nick Xenophon (Nick Xenophon Team) and ask them about their vision for a clean and renewable Australia. Simon Birmingham (The Liberal Party) was also invited but unfortunately did not attend.



Bird-dogging

Our local volunteer teams and on-the-ground organisers were on standby throughout the election campaign, ready to don a giant sun costume, ambush candidates and key politicians, and photobomb their media moments. Each time, we asked the candidates and politicians to commit to 100% renewable power by 2030.

Our character, 'Sunny', appeared across the country. One day he'd be talking with Malcolm Turnbull on the streets of Adelaide, and the next he'd be seeing him in Brisbane! Sunny was everywhere that our leaders popped up, reiterating our plan for 100% renewable power and generally being, well, sunny. All up, Sunny bird-dogged 30 polities, including our PM Malcolm Turnbull who "met" Sunny a total of 14 times!

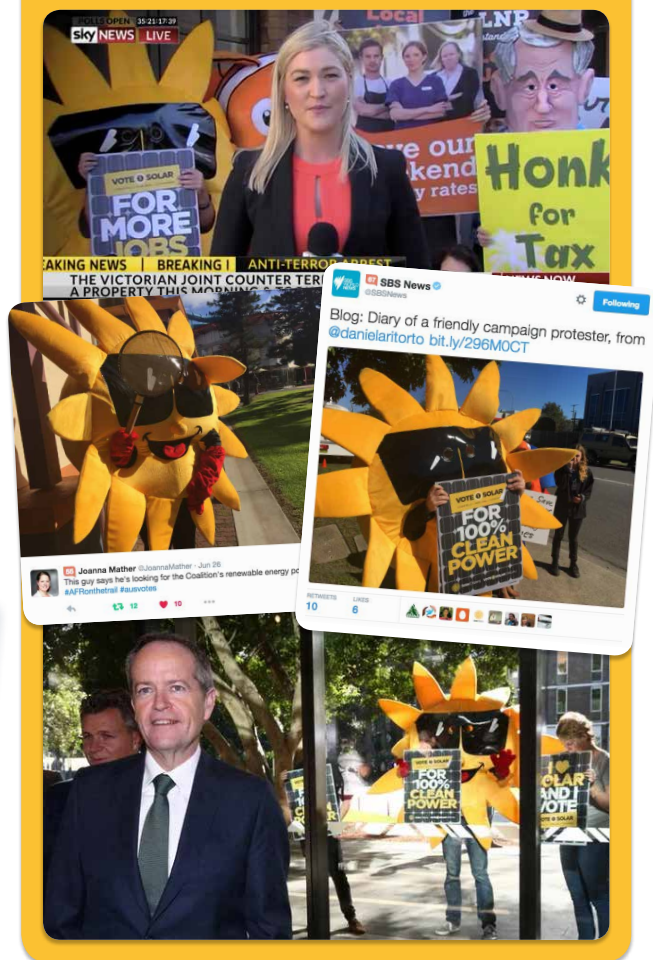
Sunny also appeared in the media throughout the campaign - in articles, on TV, on Twitter, and even featured at the start of Q&A three times as well as the ABC special 'The Battle for New England'. Every candidate knew exactly who we were when Sunny magically appeared at launch events, candidates forums, street walks and doorstops. One of the main questions they had for us was: "How do you always know where we're going to be?"



Media monitoring (a.k.a. 'How was Sunny everywhere all the time?')

It's true, Sunny was almost omnipresent on the campaign trail - at least, that's how many politicians and journalists felt. Sunny was able to be everywhere thanks to a new system of 'media monitoring.' This was a collaboration with several other organisations including GetUp! and the AYCC, and involved a contractor monitoring media live blogs (The Guardian, The Australian, ABC etc), APP headlines and live tweets from journalists on the ground.

When a campaign or bird-dogging opportunity arose, the contractor broadcast it to members of the organisations across the country using Slack (an online application) and they were able to high-tail it to wherever the politician was. Sunny was never far behind!



Solar search parties

Our volunteer teams and on-the-ground organisers had some difficulty locating target politicians in their electorates, so we held Solar Search Parties to find them!

In Tamworth, Sydney and Brisbane we filmed 'Sunny' out looking for Barnaby Joyce, Malcolm Turnbull and Peter Dutton respectively...and their renewable energy policies. The search parties were a whole lot of fun and the resulting short videos received thousands of views online.



DIY election kits

While Solar Citizens' volunteers and organisers were focused on a small handful of target electorates, we invited supporters from everywhere else around the country to order DIY election kits - each kit was packed full of resources to help spread the solar message.

We distributed more than 1,000 DIY election kits - wow! And, thanks to some amazing volunteers who joined us for a number of packing sessions, we were able to get them all posted quickly.

Solar election signs

We distributed 3,650 corflute election signs with key solar messages - all beautifully put on display in front yards and shop windows from Launceston to Alice Springs, Perth to Mackay. Hundreds of people came in to our multiple offices across the country to collect their signs, with many of them later emailing us photos of the signs proudly displayed. We also gave out the signs at stalls and our community forums.

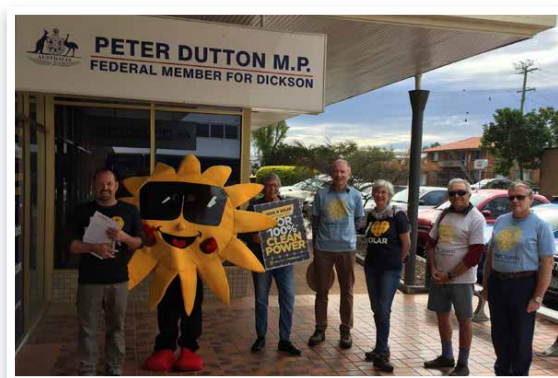


Market stalls and the community survey

During the election campaign Solar Citizens teams got out and about, surveying residents on solar and talking to them about renewable energy at market stalls and door-knocking.

In Peter Dutton's electorate of Dickson, we had over 300 conversations and found that 96% of people thought our politicians should be doing more to support solar and renewable energy.

The Solar Citizens Brisbane Team delivered the results to Minister Dutton's electorate office, unfortunately he wasn't available to receive them and his staff members told us to leave our results at the door!

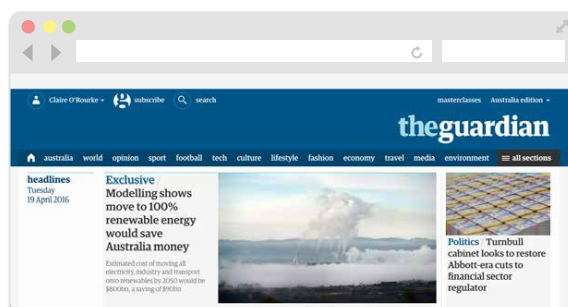


The State of Solar 2016: Australia's Solar Rooftop Boom

In the lead-up to the federal election, Solar Citizens released its most detailed and exciting report to date. 'The State of Solar: Australia's Solar Rooftop Boom' spells out the benefits the rooftop solar revolution has brought by quantifying out-of-pocket investment, the jobs created, savings made on power bills and the environmental benefits.

The benefits are impressive: \$8 billion of out-of-pocket investment in rooftop solar PV over the last decade, \$4.4 billion in bill savings and 6 million tonnes of CO₂ expected to be averted in 2016 alone.

The report made front page news on The Guardian and was picked up by many other state and regional news outlets. The report will continue to be an invaluable lobbying resource, reminding our leaders of the huge financial and political clout of solar owners.

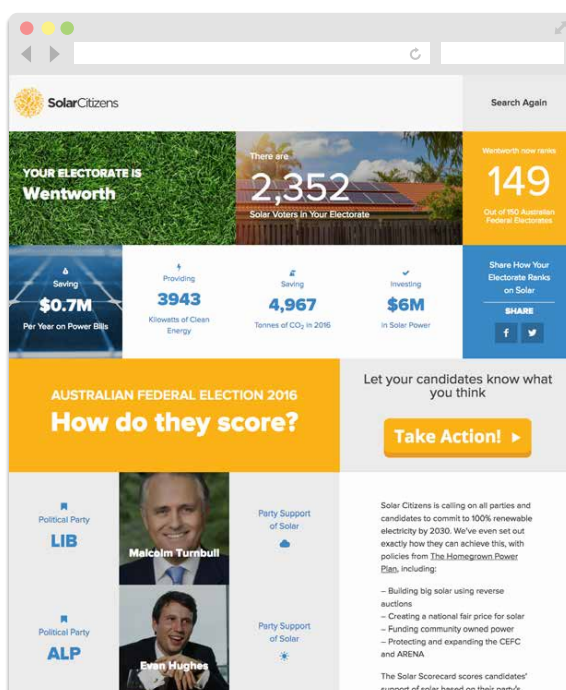
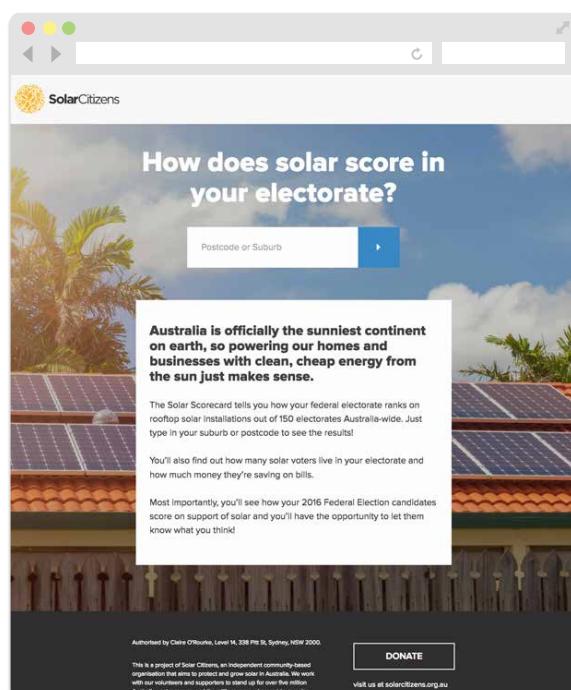
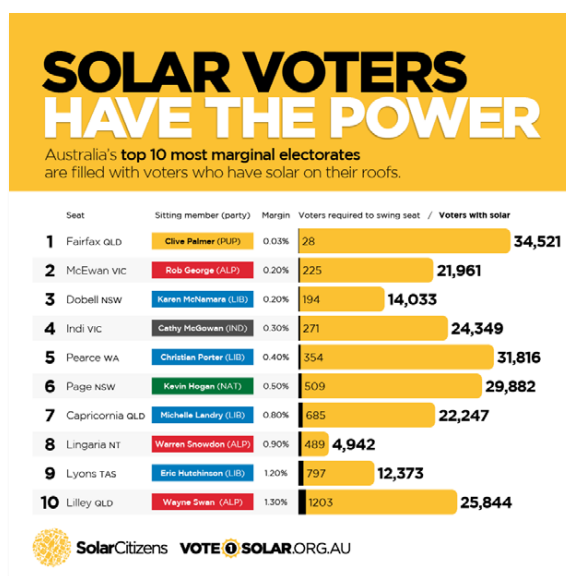


Solar Scorecard – Solar has the votes

Since 2013, Solar Citizens has produced “Solar Briefers” print publications that ranked federal electorates based on the number of solar homes and calculated the value of investment in rooftop solar, the number of jobs created and amount saved on bills.

This year we took the concept to the next level by creating an interactive online tool called the ‘Solar Scorecard’. This tool not only allowed people to access information about solar in their electorate but also ranked federal election candidates in line with their parties’ renewable energy policies and gave supporters the opportunity to contact MPs and candidates via email.

The tool not only garnered national and widespread regional press but quickly became popular on social media amplifying its reach.



VIKTORIJA MCDONELL VOLUNTEER

Viktorija McDonell has been involved as a volunteer with Solar Citizens since attending our lobbying trip to Canberra in 2013 where she met five members of parliament including Tony Abbott, Bob Katter and Nigel Scullion.

She started volunteering in the Solar Citizens Sydney office this year. She helps with "whatever needs to be done" - data entry, phone calls and helping with mail-outs.

Viktorija has recently turned 60 and wanted to use some of her increasing spare time to work towards a more equitable world. "Our world is becoming very selfish, especially my generation, the baby boomers. I want to use my spare time wisely and to the benefit of my brand new grandson."

"We have a responsibility to make things easier and better for our children and grandchildren."



THANKS FOR EVERYTHING YOU DO VIKTORIJA, WE COULDN'T DO IT WITHOUT YOU!

STATE CAMPAIGNS

Queensland: Fighting for fair electricity prices

Once again, 2015–16 saw an incredible amount of activity in the Sunshine State where one-third of all households now have solar power on their rooftops. In fact, one of our most dedicated volunteers, Terry Vertigan, made national headlines in a ground-breaking ABC radio documentary highlighting the increasing fixed costs for solar users.¹

Along with other Solar Citizens, Terry delivered a petition to over 2,700 signatures to Energy Minister Mark Bailey calling for fairer electricity prices.² As a result, the Queensland Government acted to ensure the state-owned network companies Energex and Ergon did not raise network electricity prices in 2016.

Solar Citizens in Queensland sent in a whopping 927 submissions to the Government inquiry into a fair price for solar and nearly 1,000 Solar Citizens shared their ideas on how Queensland can achieve at least 50% renewable electricity by 2030.



PHOTO: Energy Minister Mark Bailey with QLD volunteers Terry Vertigan, Bruce Cooke and John Sheehan.

In a recent win, the Queensland Government has announced it will triple its large-scale solar target from 40MW to 120MW.

South Australia: Defeating the solar tax...AGAIN

If you had to pick which big energy network company treated solar households the worst, South Australia Power Networks (SAPN) would take the cake. It's just as well that we have a formidable volunteer base in SA that is up to the task of taking on this anti-solar company.

In May 2015, SAPN sought permission to introduce a special 'solar tax' which would cost solar households around \$100 extra every year. Our South Australian team led the charge in the media and held stalls and information sessions to highlight this blatant attack on solar. Close to 3,000 Solar Citizens signed our petition and Adelaide volunteers letterboxed thousands of solar homes.

The regulator rejected the proposed fee but SAPN pushed on and appealed to the Federal Court. Solar Citizens supported the regulator and we celebrated success in the courts in December 2015.

Undeterred in its attempts to penalise solar owners, the network company is now proposing a new tariff structure that it estimates will halve the uptake of solar over the next five years.³ The fight against SAPN continues.

1 <http://www.abc.net.au/radionational/programs/backgroundbriefing/the-big-disconnect/6915554>

2 <http://www.brisbanetimes.com.au/queensland/queensland-electricity-bills-to-rise-despite-tariff-drop-20150811-giwwen.html>

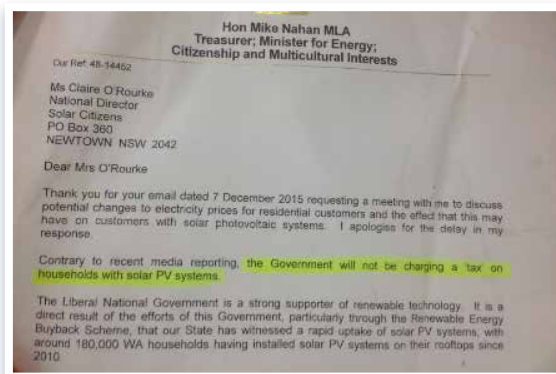
3 'Network tariff changes to slash rooftop solar uptake by half', *Reneweconomy*, 27 October 2015. Accessed at <http://reneweconomy.com.au/2015/network-tariff-changes-to-slash-rooftop-solar-uptake-by-half-38409>

Western Australia: Fighting unfair fees

In December 2015, the state-owned electricity monopoly Synergy proposed a special levy on solar owners and the Barnett Government agreed it was worth considering.

Solar Citizens shifted into campaign gear, launching a petition that grew to nearly 6,800 signatures and unleashing a barrage of opposition in the print media and on the airwaves.

By February, we received a letter in the mail from the Energy Minister ruling out a ‘tax on households with solar PV systems.’ Hopefully, this will be the last solar tax proposed in Western Australia.



Victoria: Making progress

We've seen great progress on our campaign issues in Victoria since a new government swept into power, partly riding a wave of support for renewable energy.

Mid last year, the Andrews Government introduced new laws that set a minimum timeframe for network companies to connect homes to solar. Network companies now need to respond within 10 days to an application to install solar PV.

We've also seen the government pass laws that prevent electricity retailers from discriminating against solar owners. This sets a fantastic precedent that Solar Citizens is working to replicate around Australia.

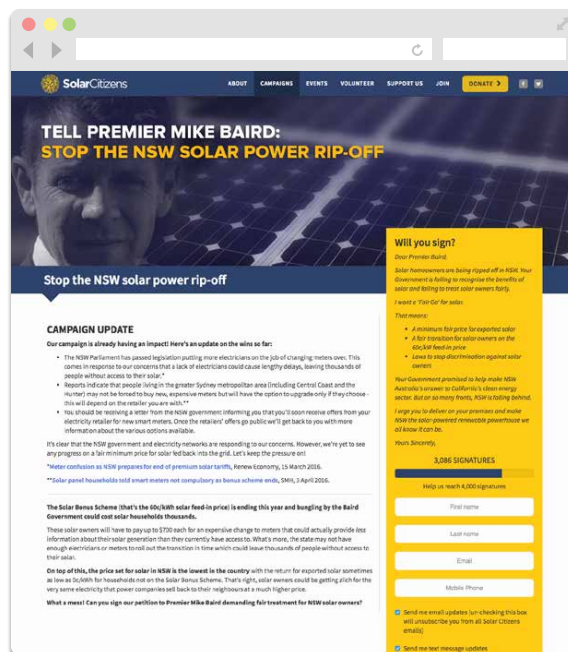
And of course in June 2016 the Andrews Government announced its own renewable energy targets of 25% by 2020 and 40% by 2025. This fantastic outcome was the result of many organisations working hard for years and will help turbo-charge the renewables industry in Victoria.

New South Wales: A fair price for solar

The Baird Government is failing to deliver on its promise to turn NSW into “Australia’s answer to California” when it comes to clean energy. The Premier State is in fact the worst performer on building new renewables and Solar Citizens has been vocal in calling on the Government to do more.

Solar Citizens has also been standing up for the 146,000 early solar adopters in NSW who face rising electricity costs as the Solar Bonus Scheme comes to an end on 31 December 2016. Our campaign pressured the Government to push through measures to ensure these solar owners will have their meters changed in time for the end of the scheme.

We’re continuing to campaign for a fairer price for solar in NSW where the rate paid for solar power fed back to the grid is the lowest in the country.



Tasmania: Combatting the energy crisis

Tasmanians have been hit hard by the failure of their leaders to invest in modern renewable energy. The combination of drought, which sapped water from Tasmania’s dominant hydro-power generation, and the broken Basslink, which enables the island state to import electricity from Victoria, led to skyrocketing electricity prices and fears of widespread blackouts.

In concert with the Tasmanian Renewable Energy Alliance, Solar Citizens has been vocal in calling for more solar in Tassie and better feed-in prices for the 20,000 solar owners across the state. In only a few months we more than doubled our supporter base as the energy crisis became repeated front-page news.

INDUSTRY ENGAGEMENT

Australian Solar Council Industry Exhibition & Conference

On May 4-5, Solar Citizens made their way to the Melbourne Convention and Exhibition Centre for the 54th Annual Solar Energy Exhibition & Conference. Over the two days we had nine volunteers help out on the stall, signed up dozens of new Solar Citizens, and had countless conversations about Solar Citizens' work. In particular, the response to our recently launched 'Vote 1 Solar' election campaign was excellent. All in all, a great way to kick off the election campaign.



Australian Energy Storage Exhibition & Conference

On June 1-2 it was Sydney's turn, with the Australian Energy Storage Exhibition & Conference held at the Australian Technology Park in Redfern. Joined by three dedicated volunteers, we spoke with a number of industry representatives. Sunny also got to check out the latest model Tesla.



ORGANISING

The Solar Citizens' organising program has continued to expand throughout this year. We now have active volunteer teams in Melbourne, Brisbane, Queensland's Sunshine Coast and Adelaide and Port Lincoln in South Australia.

Seeding work has taken place in Sydney, the Gold Coast and the Barossa. With the objective of eight teams by the end of 2016 we are well on the way to expanding our grassroots impact across the country.


A photograph of four men standing in a row, facing the camera. They are in an indoor setting with large windows in the background. The man on the far left is wearing a white shirt and a dark vest. The man next to him is wearing a light blue t-shirt with a yellow circular logo and the word 'Citizens' below it. The man in the center is wearing a light blue button-down shirt. The man on the far right is wearing a dark jacket and has a grey beard. They are all smiling or looking towards the camera.

PHOTO: Volunteer team leaders face to face in Sydney (L-R): Vince Cavallucci, Terry Vertigan, David Oneill and Steve Fuller.

TRAINING & MENTORING

Our team leaders and key volunteers are assisted through regular contact with a staff organiser. Throughout this year there have been several training sessions as well as regular consultation with our National Leaders network via quarterly teleconferences. This allows us to pitch ideas and seek feedback about our campaigns and tactics.

In the second half of 2015 we trialled monthly meetings with team leaders using Google hangouts, a valuable tool to help ensure volunteers on the ground are learning from each other.

Team leaders face to face

In August of 2015 we brought four of our core team leaders together for training and strategy development. Over two days we talked about our Solar Citizens' targeted election work and ran sessions on organising, campaign planning, having strategic conversations and running a group. We also took leaders through our Federal Election Strategy.



Community Organising Fellowship

South Australia Team Leader Steve Fuller is a participant in the 2016 Community Organising Fellowship. The Fellowship, run by the Change Agency, brings together 25 changemakers from across civil society and aims to deepen community organising and campaign skills. The Fellowship is a huge time commitment from Steve and we are really glad to be able to support him in participating in this training.

MEDIA

Sustained proactive and reactive media efforts saw Solar Citizens' role as a trusted source, an informed participant and a voice of knowledge grow exponentially.

Through the direct placement of over 155 individual media pieces, Solar Citizens continued to expand its public profile, and in turn, its influence in the media.

No area of the Australian media was untouched. From suburban to regional and online outlets through to leading national broadsheets and television networks, Solar Citizens' media efforts made their mark. Comment, Op Eds, hard news, event and report launches, political campaigns, planned strategic interventions all yielded significant results.

**THROUGHOUT 2015-16
SOLAR CITIZENS
CEMENTED ITS POSITION
AS A TRUSTED GO-TO
ORGANISATION
FOR JOURNALISTS AND
MEDIA OUTLETS FROM
ACROSS THE NATION.**

Media Highlights

- **State of Solar Report Launch** – national exclusive in the *Guardian Australia*

Australians have spent almost \$8bn on rooftop solar since 2007, says report.

<https://www.theguardian.com/environment/2016/jun/22/australians-have-spent-almost-8bn-on-rooftop-solar-since-2007-says-report>

- **Launch of the 2016 Solar Scorecard during the Federal Election** – national exclusive in *The Australian Financial Review*

Coalition electorates have highest proportion of solar powered homes.

<http://www.afr.com/news/politics/election/coalition-electors-have-highest-proportion-of-solar-powered-homes-20160601-gp95wc>

- **More from Solar Scorecard** – in the *My Sunshine Coast Newspaper*

Want an election win? Target 889,500 solar voters in Queensland.

<http://mysunshinecoast.com.au/news/news-display/want-an-election-win-target-889500-solar-voters-in-queensland.43656>

- **Solar Citizens' Solar Scorecard** coverage landed internationally on news site *Blue and Green Tomorrow*

Solar voters could change Australia's Government.

<http://blueandgreentomorrow.com/2016/06/02/solar-voters-change-australias-government/>

- **Op Ed** from Claire O'Rourke in *Renew Economy*

Malcolm must try harder on solar.

<http://reneweconomy.com.au/2016/dear-malcolm-you-must-try-harder-you-are-letting-the-nation-down-20169>

- **Featured on Channel 10's 5pm news** in Brisbane as part of story about first ever Tesla Powerwall install <http://tenplay.com.au/news/brisbane/2016/4/20/sparkies-under-threat>

- **Featured in numerous stories** about our role in Canning (WA) By-election in 2015

Support for renewables in Canning

<https://au.news.yahoo.com/thewest/a/29422523/poll-finds-libs-just-ahead-for-canning-byelection>

- **And on the threat to jobs for renewables** under former Prime Minister Abbott, in *New Matilda*



Abbott Fiddles While Coal Burns: Renewable Energy Jobs Have Boomed Overseas. And Then There's Australia.

<https://newmatilda.com/2015/05/21/abbott-fiddles-while-coal-burns-renewable-energy-jobs-have-boomed-overseas-and-then-there/>

SOCIAL MEDIA

Solar Citizens has continued to build a vibrant and hard-hitting social media presence on Facebook and Twitter, and has recently launched an Instagram account.

Supporter growth and reach for both the Solar Citizens and 100% Renewables profiles across both channels continues to grow steadily. Here's where the numbers sat at 28/07/16:

	 SolarCitizens	 100% renewable
Facebook	13,003 likes 3,672 new likes 40% growth	10,801 likes 1,525 new likes 15% growth
Twitter	4,234 followers 1,669 new followers 65% growth	7,050 followers 819 new followers 13% growth



FACEBOOK

Best-performing posts

Our best-performing Facebook posts tended to be news articles and original graphics celebrating new solar projects and positive solar policy announcements. For example a Gizmodo article on solar thermal in Morocco reached 47,877 people, with 4,263 likes and 563 shares, and a graphic celebrating Australia as the sunniest continent on earth reached 29,344 people, with 1,460 likes and 420 shares.

Reactive graphics that named and shamed attacks on renewables were also successful. For example, a graphic shaming PM Turnbull for calling Labor's 50% renewable energy goal "reckless" reached 18,704 people, with 756 likes and 588 shares and another graphic shaming the Turnbull Government for attempting cuts to the Australian Renewable Energy Agency (ARENA) reached 13,253 people, with 265 likes and 217 shares.

We began to post more original video content during the election campaign, which also performed well. For example, both the Wentworth and Dickson "Solar Search Party" videos and our video of Barnaby Joyce walking out on Claire reached close to 30,000 people each.

Amplifying our actions and joining up more Solar Citizens

In 2015–2016 our Facebook advertising budget meant we were able to reach 239,032 more people than we otherwise would have. Facebook ad campaigns accounted for 7,250 website action page visits and 1,560 Facebook page likes. For example, boosting our "Stop the Queensland power bill hike" petition to an audience of likely solar owners in Queensland allowed us to reach 38,996 extra people and resulted in more than 1,000 new petition sign-ups.



TWITTER

Our most successful tweets were:

- PM Turnbull, will you stand up for solar? (with photo)
– **64 retweets**
- Video of Barnaby Joyce walking away from Claire
– **62 retweets**



- Morocco solar plant launch – **52 retweets**
- Our petition calling on all political parties to go for 100% renewable power by 2030 – **51 retweets**



- Solar-powered resort at Uluru – **47 retweets**
- Moree solar farm could power 15,000 homes
– **45 retweets**
- First Tesla home battery installed in Australia
– **42 retweets**

Top influencers following Solar Citizens on Twitter:

- Van Badham
- Phil Radford
- Getup!
- Greenpeace Australia Pacific
- Sunrise
- Christine Milne
- Asher Wolf
- This Working Life
- The Climate Council
- Scott Ludlam
- Sarah Hanson-Young
- Cathy McGowan MP

Top influencers following 100% Renewable on Twitter:

- Kevin Rudd
- Getup!
- Greenpeace Australia Pacific
- ABC Current Affairs
- Lenore Taylor

CAPTURE THE SUN 2030

In June we launched “Capture the Sun 2030” – an Instagram photography competition promoting the transition to 100% renewable power by 2030.

Capture The Sun 2030 invites entrants to snap the sun as it rises or sets and post their best shots on Instagram using the hashtag #capturethesun2030.

The competition will be judged by a panel of high-profile photographers and the winner will receive a Fonzarelli electric scooter powered by 100% renewable energy from Diamond Energy.

From Bondi to Cottesloe, from Shipsterns to Mindil Beach, this celebration of the sun aims to shine a light on the power of our closest star and build momentum for solar energy in Australia.

On 29 July 2016 the @capturethesun2030 Instagram account had 391 followers and the competition had 482 entries.

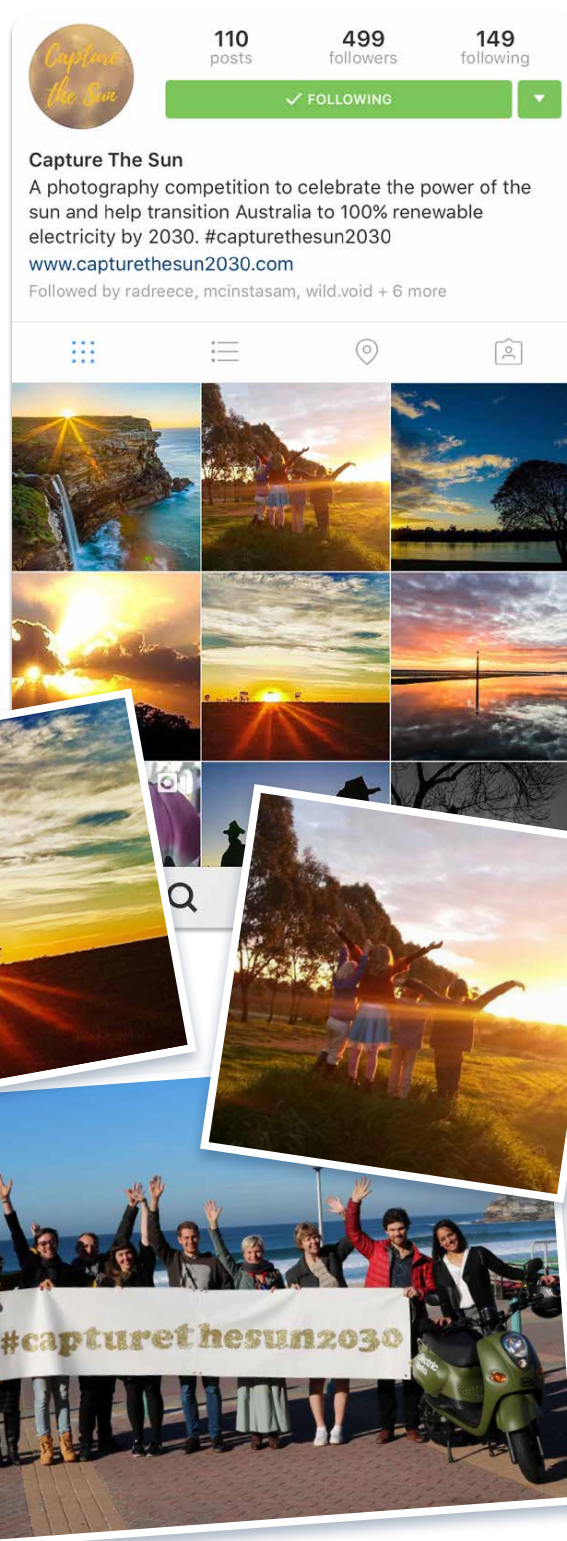


PHOTO: The Solar Citizens team launching Capture the Sun at Bondi Pavilion.

SOLAR CITIZENS TEAMS



Sunshine Coast

The Sunshine Coast team continues to be an excellent, well-functioning group led admirably by Terry Vertigan.

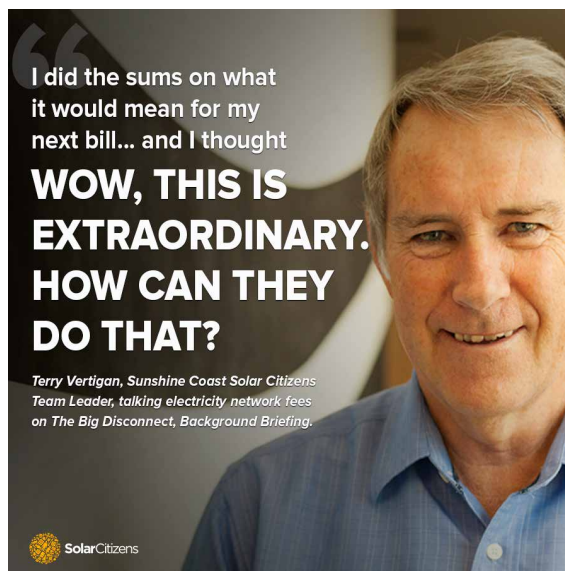
Terry has initiated monthly meetings on the Sunshine Coast with 10 to 25 volunteers attending. Everyone brings a delicious plate to eat and they have a guest speaker talking about a renewables-related issue. The vibe at these events is fantastic.

The Sunshine Coast team has continued to build strong relationships with their local MPs and late last year met with the offices of both Fairfax and Fisher members as part of the Stand Up for Solar campaign.

In partnership with the Sunshine Coast Environment Council, Solar Citizens held a stall at the Woodford Folk Festival where they collected signatures for our postcard petition to Malcolm Turnbull.

During the federal election campaign, the Sunshine Coast team held a colourful stall at the World Environment Day Festival, the Sunshine Coast's biggest environmental festival of the year. In addition to this, Trudy and Xavier, Janet, Ivonne and Rob all held placard parties where they distributed election signs and brought in new members.

Our fantastic leader Terry had to take a step back from coordinating the group but Janet Dearden, the former coordinator has stepped up and long-time core members of the group Xavier, Trudy, Rob, Ivonne, John, Mark, Sue and Francis all continue to contribute.



Brisbane

Over the past year the Brisbane group has continued to support our core organising and campaign work in this highly strategic area, both at a state and federal level.

Brisbane group members, John Sheehan and Bruce Cooke in particular, have worked tirelessly on state-based issues and provided Reece with huge amounts of assistance. Perhaps the best example was John Sheehan catching Energex out trying to bring in disincentives to stop solar owners getting batteries.

The group really stepped up for Solar Supercharge, doing the bulk of volunteering which was absolutely crucial to the success of the event. Many thanks to Jan, Ron, Sue, Bruce, Rhonda, Christine, John G and Robbie for all your hard work. The volunteers who were not already active in the group (Alastair, John P and Andrew) were all welcomed by our existing group members and have since become active in the group.

During the federal election campaign the group held stalls every weekend in the electorate of Dickson, attended candidates forums, bird-dogged events and distributed election signs. In Queensland we had 37 unique volunteers participate in over 30 events.



South Australia

The South Australian team, led by Steve Fuller, has gone from strength to strength. A few highlights of the year include:

- Stopping a \$100 penalty on solar owners that South Australia Power Networks wanted to impose.
- Ian, Thanasis, Deidre and Steve attended the Eyre Peninsula Tunarama Festival and collected nearly 600 signatures on our postcard petition, and started our new Eyre Peninsula group!
- Working hard on the federal election campaign. The team was key in organising the senate candidates forum in the federal electorate of Hindmarsh, attended by 300 people.
- The South Australian team set out on a fundraising mission with regular Bunnings BBQs. The team sizzled the snags, spread the word about Solar Citizens and raised valuable funds that contributed to their on-the-ground campaign activities.
- The team has a committed group of 10 volunteers.

Eyre Peninsula

Seeded by the Adelaide team, the Eyre Peninsula team is based in Port Lincoln, SA, in the federal electorate of Grey, which is the number one electorate for solar installations in the country. Following their attendance at Solar Supercharge, the team, led by Ross Kassebaum and Nel Taylor, held several information sessions in the local area. In the lead up to the election they met with all candidates vying for their vote and ensured a solid presence at a Xenophon candidates forum. We can't wait to see what they do next!



Melbourne

Our committed Melbourne team continues to ensure that Solar Citizens is visible in Victoria, working in collaboration with industry and climate movement allies. The team attended numerous industry events, talked to people about our vision for a renewable future and, during the election campaign, teamed up with Environment Victoria to work in the federal electorates of Deakin and Dunkley.

The team also attended candidates forums, distributed election signs and handed out Vote 1 Solar fliers at train stations and pre-polling booths.



Sydney

The Sydney team has been slowly building since the start of the year – holding information nights, launching our petition for a fair transition as the Solar Bonus Scheme comes to a close in December 2016, and campaigning during the federal election. More than 500 people attended our 100% Renewables Community Forum at Paddington Town Hall, we conducted street surveying, and of course lots of bird-dogging of election candidates on the campaign trail!

MEET THE TEAM

STAFF



Claire O'Rourke
National Director



Dan Scaysbrook
Campaigns and
Organising Director



Reece Turner
Consumer Campaigner



Nick Taylor
National Organiser



Alex Soderlund
Communications and
Campaigns Coordinator



Jason Lyddieth
Lead Community
Queensland Organiser



Aimee Bull-McMahon
Communications
and Digital
Campaigns Manager



Emilie Carey
Community
Organiser, NSW



Michael Kane
Community
Organiser, SA



Nell Schofield
Project Manager

STEERING COMMITTEE



Lindsay Soutar
Convenor



Sue McKinnon
Treasurer



Taegen Edwards
Secretary



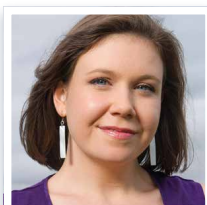
Erland Howden



Sarah Roebuck



Mark Capps



Anna Rose



David Barnden



FINANCIAL STATEMENT

INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2016

Income	2016	2015
Grants and large donors	983,506	492,714
Appeals and small donations	155,089	140,624
Merchandise sales	2,941	1,138
Other revenue	13,699	17
TOTAL INCOME	1,155,235	634,493
Expenses		
Accounting expenses	16,844	10,010
Auspice items	—	28,936
Bank charges	7,525	3,545
Communications, media and advertising	94,046	97,381
Communications	—	2,335
Contract labour	52,033	8,752
Depreciation	66	—
Events	—	5,237
Fundraising expenses	1,653	2,474
General expenses	5,326	464
Graphic design expenses	12,482	13,004
HR expenses	3,379	1,199
Insurance	4,005	1,351
Legal expenses	—	96
Light, Power & Heating	—	3,247
Meals and accommodation	7,145	716
Merchandise purchases	4,981	750
Merchandise Written-down	4,642	—
Office expenses, Printing and Stationary	2,591	3,077
Postage, Freight & Courier	7,444	1,838
Printing – Campaigns	33,461	6,430
Re-imbursements – Volunteers	382	1,884
Rent	19,112	12,987
Subscriptions & Memberships	6,288	778
Superannuation	47,980	34,717
Telephone & Internet	2,883	2,087
Training and Workshop expenses	5,101	8,305
Travel – Campaign	23,415	2,081
Travel – National	3,488	14,386
Travel – International	—	33
Venue hire	14,031	3,691
Wages and Salaries	517,973	375,782
Website and Video expenses	16,697	14,994
TOTAL EXPENSES	914,973	662,567
SURPLUS / (DEFICIT) FOR THE YEAR	240,262	(28,074)

BALANCE SHEET FOR THE YEAR ENDED 30 JUNE 2016

Current Assets	2016	2015
Cash at Bank	671,260	303,583
Merchandise on hand	—	4,641
Prepayments	4,122	1,727
GST Receivable	695	1,475
Total Current Assets	676,077	311,426
Non Current Assets		
Property, plant and equipment	1,384	—
Total Non Current Assets	1,384	—
TOTAL ASSETS	677,461	311,426
Current Liabilities		
Accounts payable	46,126	29,702
Accruals	4,862	4,029
Income received in advance	95,603	—
Superannuation payable	757	757
Provisions – Annual Leave	25,395	12,482
Total Current Liabilities	172,743	46,970
TOTAL LIABILITIES	172,743	46,970
NET ASSETS	504,718	264,456
Equity		
Accumulated Surpluses at the beginning of the financial period	264,456	292,530
Operating Surplus	240,262	(28,074)
TOTAL EQUITY	504,718	264,456

THANK YOU

100% Renewable is supported in our work by strong partnerships with peer organisations, contributions of time from hundreds of volunteers, individuals and generous financial support coming from a broad range of individuals and foundations.

We would like to thank the McKinnon Family Foundation, Pace Foundation, Ann Miller, PMF Foundation, Ann and Bruce McGregor, Robert Hicks Foundation, Brian and Diana Snape, Diversicon Foundation, Mullum Trust and Tides Foundation for donations they have made to the community campaign work of the last year.

The online Solar Scorecard and State of Solar report were both made possible with funding provided by a generous donor.

The consolidation of Solar Citizens and a number of campaign activities have been made possible by contributions from the NGO sector and the solar industry. We would like to thank the Clean Energy Council, and the Australian Solar Council, the Institute for Sustainable Futures at UTS and companies that have provided additional in-kind or financial support.

Special thanks also goes out to Nigel Morris of Roofjuice, Warwick Johnston of Sunwiz and Mike Swanston for their industry and market insights and contributions of time, energy and strategic advice. A special mention to Sven Teske, Nicky Ison and Miriam Lyons for their exceptional work on the Homegrown Power Plan.

Hundreds of individuals have made smaller contributions to help us do our work in this last year. From the scores of monthly donors to others who have contributed to support specific campaign activities, including the critical federal election 2016 work, each and every contribution, no matter the size, is greatly appreciated by the team here at 100%.

The 100% Community Campaign has been supported by many allied organisations—Alternative Technology Association, Australian Youth Climate Coalition, SEED, GetUp!, WWF, The Australia Institute, Australian Conservation Foundation, Climate Council, 350.org, Nature Conservation Council of NSW, Greenpeace, Environment Victoria, Beyond Zero Emissions, Climate Action Network Australia and its many network members, Australian Progress, Australian PV Association, Yes2Renewables/Friends of the Earth, Community Power Agency, Energetic Communities and Solar Energy Industries Association. Whether it be in-

kind contributions, strategic collaboration, partnership on specific events or other collaborations, 100% owes significant thanks to all of our partners.

Similarly, there are many volunteers who have contributed time and energy to 100% community organising in this last year.

We would like to thank all volunteers and speakers who participated in Solar Supercharge, our first national action summit in Brisbane in February 2016.

Jan, Ron, Bruce, Sue, John S, John P, John G, Rhonda, Christine, Kirsty, Andrew, Carolyn, Robbie, Alastair, Paul, Peter, Diego, Mark and many more who worked out of Brisbane throughout the year and particularly on our (very) high-energy federal election campaign.

Janet, Terry, Trudy, Xavier, Rob, and Ivonne, who chipped in to campaigns on the Sunshine Coast.

Peter for his enormous and ongoing contribution to supporting office operations as well as Mark, Hannele, Victorija, Kate, Lisa, Anna and Edie for their amazing help in Sydney.

Steve, Deidre, Ian, Thanasis, John, Valdis and all in the Adelaide SC team for making the South Australian volunteer activist network thrive and to Nel and Ross for your work establishing the newest Solar Citizens team in Port Lincoln, SA.

Peter, David, Barry, Graeme, Babak, Ruth, Roger, Euan, Margaret, Mike, Stephen and many more for their organising work to build a strong volunteer network operating out of Melbourne.

Cameron and Stef in Western Australia for their incredible work on the Canning by-election campaign.

We would also like to thank the individuals and organisations who have helped us do the best campaigning possible in the past year. Particularly Essential Media Communications, Holdfast Communications, The Change Agency, Design Good, Erland Howden, ThoughtWorks, Australian Progress, LUSH and Patagonia.