

ANNUAL REPORT

2020-2021



100%
renewable



SolarCitizens







CONTENTS

100% Renewable: Who We Are	2
Year in Review: Letter from National Director	3
2020-2021 At A Glance	4,5
2020-2021 Campaigns	6-11
• Stop the Sun Tax	6
• Stop the EV Tax	7
• Queensland Election	8
• Turning Queensland into a Renewable Industry Powerhouse	10
• Keep ARENA and the CEFC Clean	11
2020-2021 Reports	12-13
• Turning Townsville into a Renewable Industry & Hydrogen Powerhouse	12
• A Bright Renewable Future for Queensland	13
Media	14
Social Media	15
Financial Statement	16,17
Thank you	18



100% RENEWABLE

WHO WE ARE **100%**
renewable

100% Renewable Community Campaign 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 152,000 people. Since 2013, we have been trading under the name of Solar Citizens.

Our mission is to bring together the collective voices of Australian households and businesses who can benefit from decarbonisation, to tell the positive story of the transition and pressure governments to bring about a fast and fair transition to 100% renewable energy and transport.

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



A YEAR IN **REVIEW**

This year we achieved some incredible wins for solar and the wider renewable energy transition. An action-packed campaign leading up to the Queensland state election resulted in \$500 million for more publicly-owned solar, wind and storage, \$145 million for three Renewable Energy Zones, \$30 million for solar on hospitals and \$10 million for renewable hydrogen.

We also have started our work on electric vehicles. We were spurred into action with the prospect of regressive road user charges that would be levied only on electric vehicles, and so further depress the already weak uptake of EVs in Australia. But then we saw the NSW Government announced a huge \$490 million EV package - including a \$3k subsidy and waived stamp duty. This has set a benchmark for other states to follow.

We delayed plans to impose unfair fees on solar homes and ensured energy consumers were at the center of the debate to change the rules that govern our energy system. The debate about the sun tax has exposed the lack of specific consumer protections for solar householders - which will become even more important as rooftop solar continues to grow.



A handwritten signature in black ink that reads "Ellen Roberts".

Ellen Roberts, National Director

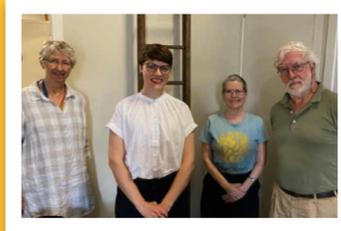


2020-2021 AT A GLANCE

This financial year was filled with highlights and the Solar Citizens community grew by more than **24,000** people and **31,880** supporters took action. Here's a snapshot of what we got up to:

LOBBYING

Solar citizens lobbied their state and federal MPs across the country calling for a fast and fair transition to clean energy and transport.



QLD ELECTION

In the leadup to the state election, Queensland solar citizens got active with roadside actions in key electorates around Brisbane and Townsville amplifying billboards we put up in key seats.



2020-2021 AT A GLANCE

TOWNSVILLE

As a key area for the renewable energy transition in Australia, Solar Citizens was active in Townsville.

We opened a clean energy hub, hired a Townsville-based organiser and held a number of events to show the renewable potential of the region.



2020-2021 CAMPAIGNS

STOP THE SUN TAX

For the third time, the Australian Energy Market Commission (AEMC) has proposed changing the rules of the energy system to allow networks to charge solar households for exporting their clean power to the grid.

After defeating this proposal in 2013 and 2017, solar citizens quickly mobilised to stand up again against this unfair rule change that would jeopardise the success of Australia's rooftop solar boom and harm millions of solar households.

Over 16,000 solar citizens signed the petition to stop the sun tax, a further 1300 sent submissions to the AEMC calling on them not to change the energy rules, and 1500 emailed their state Energy Ministers not to implement the proposal. To raise this issue in the public 429 supporters sent letters to the editor on the sun tax, thousands shared and liked posts condemning the proposal and hundreds joined online webinars to learn more about stopping this swindle on solar homes.

Unfortunately, in August 2021 the AEMC ruled that energy networks can charge solar households for sharing their clean energy. The final ruling did include some additional protections for consumers in response to the pushback from our campaign, but Australia's solar success is still at risk. But the fight is far from over, State Energy Ministers will have the final say on whether they'll allow solar export charging in their state. So we're going to bring together powerful delegations of solar owners and supporters to call on each energy minister to stand up for solar. Together we are amplifying pressure on State Energy Ministers to use their power to stop the sun tax.

Now it's more critical than ever that we use our strength as a community to stop the sun tax for good and protect Australia's bright solar future.



This decision will affect people like Jodi, a self-employed single mother who installed solar on her Bendigo home.

"I'm on a low-income, below the poverty line, and I still managed to get solar. It's very cost-effective over the long-term in saving money," said Jodi.

"I found with Covid that work just evaporated. Apart from job-keeper, I didn't have normal income from business, so not having to pay an electricity bill helped ease the stress.

"I can control how much electricity I use, but I can't control how much I export. If they introduce charges, it adds extra pressure, especially when it's not something you can control."

2020-2021 CAMPAIGNS

LET'S CHARGE AHEAD!



Australia's transport emissions are rising rapidly, but we're lagging behind the rest of the world on electric vehicles (EVs) because of a lack of federal or state policies to make them more affordable and accessible for everyone.

This year, Australia was about to become the first place in the world to slam electric vehicle owners with a net tax without incentives – making it even harder for everyday Australians to afford cleaner vehicles.

South Australia, Victoria and New South Wales all proposed a road user charge for electric vehicles (an EV tax) and it was likely other states would follow suit.

Solar Citizens began campaigning to stop the premature introduction of EV taxes and ensure Australia gets in the fast lane for the electric transport transition.

In February, 2021, we held an online Zoom rally in protest of the EV tax and dozens of supporters called and tweeted at their MPs during the event. Alongside 25 partner organisations we put an open letter ad in the Age Newspaper calling on Victoria not to disincentive EVs. This people-powered pressure had a big impact. The Victorian Government announced a \$3,000 subsidy, a 50% state target for electric vehicles, and extra funding for charging infrastructure and electric buses. While the legislation for a road user charge tax did pass, Victoria went from having the “world's worst” EV policies, to some of Australia's most ambitious.

In New South Wales, supporters emailed their Treasurer or Deputy Premier calling for ambitious EV policies, and shared posts on social media to show community support for EVs. In mid-June, the NSW Government announced a huge \$490 million EV package - including a \$3k subsidy and waived stamp duty and importantly, a deferral of the EV tax until 2027 or EV uptake hits 30%- showing just how powerful our community is when we come together for clean energy and transport!

In South Australia, thanks to sustained pressure from our community, the State Government has pushed back their plans to introduce an EV tax until at least July 2022, and possibly until 2027 or beyond!

Between the start of this campaign and June 2021, over 1800 supporters emailed their state treasurers about the EV tax! Our work continues, and in 2021-2022 has expanded into a full campaign, Charge Ahead, to accelerate the clean transport transition.



2020-2021 CAMPAIGNS

QUEENSLAND ELECTION

Queensland has incredible solar and wind resources, and over 6,000 Queenslanders are employed in the renewable energy sector. In the lead up to the 2020 Queensland State Election, Solar Citizens strived to show how the Sunshine State can benefit from the transition to renewable energy – particularly by stimulating jobs and investment in regional Queensland.

We aimed to drive renewable energy policy ambition in Queensland from all political parties to realise Queensland's potential to become a renewable energy powerhouse. We knew the decisions made by the next Queensland government would have a big impact on the nation's energy future. With a powerful and vote-swaying resources industry, the Sunshine State is the largest hurdle and the biggest prize in Australia's energy transition.

Thanks to months of dedicated campaigning, together we won the following commitments:

- \$500 million for more publicly-owned solar, wind and storage.
- \$145 million to develop three Renewable Energy Zones.
- \$30 million for solar on hospitals.
- And \$10 million for renewable hydrogen.

This amounts to more than \$685 million for more solar, wind, storage and vital energy infrastructure!

These wins came thanks to the thousands of solar citizens who took action in the lead up to polling day, calling on politicians of all stripes to back more ambitious clean energy policy. Together we ramped up the pressure on both major parties to do more to support renewable energy and vital transmission infrastructure.

In 2019 investment in large-scale renewables had ground to a halt in the Sunshine State. The Queensland Labor government was only tracking to reach 30% renewables by 2030 – well short of their promised 50% target. Now Queensland is back on track to reach 50%, and the Queensland government is backing new solar and wind farms, renewable energy zones, and renewable manufacturing and industry.

Due to our community pressure, in the lead up to the election, the Queensland Liberal National Party also ruled out any state funding for a new coal-fired power station in North Queensland – a far cry from their 2017 state election campaign where new coal was front and centre of their campaign. Instead, Shadow Energy Minister Michael Hart boasted that the LNP have 'a real policy to support renewable energy as part of our economic plan for Queensland'.

So, how did Queensland's solar citizens pull this off? An incredible 6,000 solar citizens took action online, hundreds attended one or more of our 40 actions and events, and generous donations helped power 6 billboards and 2 bus ads throughout the year.

Together, we reached 800,000 Queenslanders with ads on social media and we were in the media 45 times!





**HONK FOR
RENEWABLES!**

**SOLAR
POWERED**

**CLEAN
JOBS
FOR
QLD**

**I LOVE
SOLAR**
solarcitizens.org.au

2020-2021 CAMPAIGNS

TURNING QLD INTO A RENEWABLE INDUSTRY POWERHOUSE

Following the October Queensland election, Solar Citizens' next mission in Queensland was to hold the new State government to account while pushing for more clean energy ambition from both State and Federal governments.

Over the subsequent months, Queensland's thousands of solar citizens helped secure the following commitments from the State government:

- A further \$1.5 billion for publicly-owned renewable energy and hydrogen projects, taking the State government's total investment to a staggering \$2 billion.
- \$40 million from the Renewable Energy Fund was allocated to upgrade transmission between Cairns and Townsville to unlock a further 500MW of grid capacity in the region.
- The State government also announced \$22 million for a feasibility study into a 1GW Borumba pumped hydro project near Gympie.

Our work from the end of 2020 until July 2021 was largely focused on telling a positive renewable job story in regional Queensland. This narrative doesn't just include jobs in constructing renewable energy projects, but also using abundant, cheap renewable energy to power new manufacturing opportunities. As the world's demand for low-carbon products grows, Queensland is well-placed to use our renewable resources to produce 'green' steel and aluminium, renewable hydrogen, as well as batteries for things like electric vehicles - and in the process create thousands of good jobs in regions traditionally dependent on coal.

Over this campaign period, we delivered the following tactics to help win outcomes:

- Encouraged thousands of Queensland solar citizens to get active; either by contacting their MPs, writing letters to the editor, emailing Queensland's Treasurer, signing our petitions, or showing up to community events.
- Supported the Queensland Community Alliance to advocate for more investment in publicly-owned renewables.
- Ran a four-page liftout in the Townsville Bulletin using local case studies to showcase the clean energy jobs potential of the region and how locals are already taking action.
- Released two reports highlighting the impressive job potential if governments turbocharge clean energy investment and support new renewable-powered industry. These reports are further detailed on pages 12-13.
- Were mentioned or quoted in Queensland media in 54 individual stories in the months following the State election, including on regional television, ABC radio and in the State's biggest newspapers.

We also had the pleasure of being invited to join the Queensland's Ministerial Energy Council, where we will continue to engage in consultation and planning for the future of Queensland's energy system.



2020-2021 CAMPAIGNS

KEEP ARENA AND THE CEFC CLEAN

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.

Similarly, the Clean Energy Finance Corporation (CEFC) is Australia's 'green bank': established in 2012 to increase investment in clean energy and support low emissions technologies. The CEFC has also played a crucial role in growing and driving down costs for clean energy technology.

After a successful Solar Citizens' campaign in early 2020 to ensure ongoing funding for ARENA, by June, Australia's clean energy funds were facing a new threat: the Federal Government was looking to open up the CEFC and ARENA to fund fossil fuels.

To stop Australia's clean energy agencies from becoming fossil fuel slush funds, Solar Citizens responded rapidly with 2058 solar citizens emailing Federal Energy Minister Angus Taylor to reject the changes.

In August, the Government introduced the first round of legislation to open up the mandate of the CEFC to fund fossil fuels and 704 solar citizens made submissions to a senate committee that was scrutinising the legislation.

In September, nearly 1000 people joined an online rally to keep ARENA and the CEFC clean jointly led by Solar Citizens and Getup, where we handed over a petition with over 65,000 signatures to Independent MP Zali Steggall, Shadow Energy Minister Mark Butler, and Australian Greens Leader Adam Bandt, and hundreds of people took further action by calling their MPs and calling out the Federal Government on Twitter.

In November, 1122 people sent personalised messages to key crossbench Senators (Jacqui Lambie, Rex Patrick and Stirling Griff) to use their crucial deciding vote to block legislation to change the mandates of ARENA and the CEFC. By March 2021, the CEFC legislation was quietly swept from the parliamentary timetable without being debated, and hasn't returned since.

After the strong pushback to the CEFC laws, in May Angus Taylor sidestepped normal law-making processes and introduced regulations to open up ARENA to fund fossil fuels. In response, 1954 solar citizens sent emails to Federal Liberal MPs, and over 2000 sent emails to Senate crossbenchers to stop these dodgy regulations. Showing the power of our community, the Senate voted to block the regulations, despite expectations it would pass.

Unfortunately, in July 2021, Angus Taylor re-introduced very similar regulations. Solar Citizens will continue to fight back against this attack on clean energy funding.



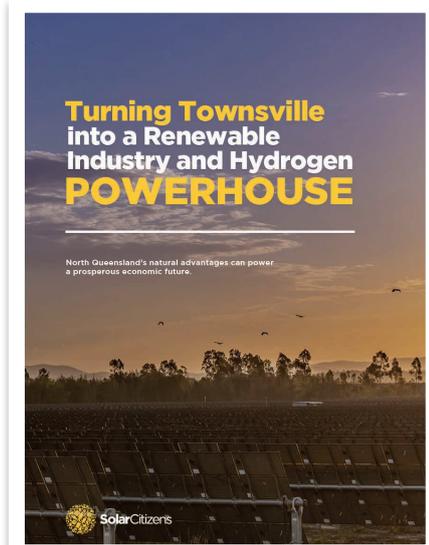
TURNING TOWNSVILLE INTO A RENEWABLE INDUSTRY AND HYDROGEN POWERHOUSE

Regional Queensland is well-placed to capitalise on the world's shift to a clean economy.

In fact, our Turning Townsville into a Renewable Industry and Hydrogen Powerhouse report shows developing Townsville into a hub for renewable energy manufacturing and industry would power 11,000 new jobs. That's about 10% of the current local workforce!

The report analysed several manufacturing and industry projects proposed in the Townsville region that would help underpin the world's transition to a low carbon future. These projects would provide a \$154 billion economic boost over their lifetime and provide over 3,950 ongoing jobs if they were powered by local renewable energy.

But for all of this exciting potential to turn into reality, the Australian Government needs to come to the table and provide vital funding for the rollout enabling infrastructure for more cheap solar, wind and storage.

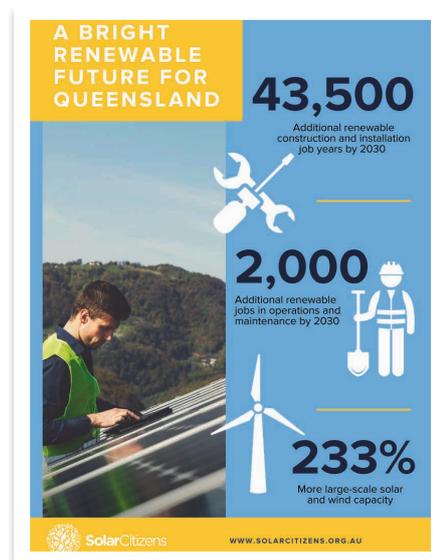


A BRIGHT RENEWABLE FUTURE FOR QUEENSLAND

Global pressure is mounting for Australia to adopt stronger climate action targets.

Our Bright Renewable Future for Queensland report shows that strong action on climate change could create an extra 22,000 clean energy construction and installation job years in Queensland by 2030 compared with business as usual.

This report came at the perfect moment to bust the myth that acting on climate change and rolling out more solar, wind and storage hurts Queensland workers.



The Step Change Scenario

New jobs created in Queensland's Renewable Energy Zones in AEMO's Step Change scenario

Renewable Energy Zone	Number of renewable construction job years by 2030	Number of ongoing jobs by 2030	Total number of renewable construction job years by 2040	Number of ongoing jobs by 2040
Far North Queensland	1,935	135	6,835	485
Isaac	3,605	235	3,605	235
Fitzroy	1,400	50	2,520	180
Wide Bay	840	60	1,300	80
Darling Downs	7,265	445	31,170	1,770
Totals	15,045	925	45,430	2,750

Rooftop Solar
Under the Step Change scenario, Queensland's rooftop solar capacity is modelled to grow to over 7000MW by 2030 – creating an additional 21,900 installation job years, and 750 jobs in operations and maintenance. By 2040 this grows to more than 9,200MW and creates a further 12,700 installation job years, and another 440 jobs in operations and maintenance.

Distributed Batteries
Battery storage uptake is modelled to thrive under the Step Change scenario, with capacity growing to 1.25GW by 2030. This growth would underpin 6,500 installation job years by 2030, and 350 jobs in operations and maintenance. By 2040 this grows to more than 2.35GW and creates a further 6,100 installation job years, and another 330 jobs in operations and maintenance.



MEDIA

Solar Citizens featured in 149 unique media stories and syndications – including ABC News and WIN News.

During the 2020–2021 financial year, Solar Citizens has continued to demonstrate its standing as a trusted source and spokesperson for all things solar and renewables.

Through proactively gathering media attention via 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

Townsville Bulletin



MEDIA HIGHLIGHTS

- **'The worst electric vehicle policy in the world': automotive coalition pans Victoria's EV tax**
The Guardian - 22 April 2021
- **Townsville's 'road to Paris' moment: the slow greening of an Adani stronghold**
(syndicated 5 times)
The Guardian - 19 April 2021
- **Proposed solar energy export charges leave owners feeling like they are being 'penalised'** (syndicated twice)
ABC News - 26 March 2021
- **Australians could be charged for exporting energy from rooftop solar panels to the grid** (syndicated 3 times)
The Guardian - 25 March 2021
- **Why charge solar homes for sending energy to the grid while coal generators get off scot-free?**
(syndicated 4 times)
Sydney Morning Herald - 25 March 2021
- **Households to lose in proposed AEMC rooftop solar changes**
(syndicated 10 times)
The Australian - 25 March 2021
- **Renewable energy projects to 'create 2500 job years' in CQ**
(syndicated 5 times)
Mackay Morning Bulletin - 18 Jan 2021
- **Thousands of jobs and billions of dollars could appear through renewables**
(syndicated 9 times)
Townsville Bulletin - 11 July 2020



SOCIAL MEDIA

Socialising our work to protect and grow clean energy and electric transportation is more important than ever, and Solar Citizens' social media community has continued to grow.

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 391 'likes' to 26,025 with a huge reach of 986,338 Facebook users in the 2020-2021 FY. Our active Twitter account grew by 564 followers to a total of 9183.

TOP PERFORMING ORGANIC POSTS



- **15,820** reached
- **177** reactions
- **96** comments
- **372** shares



- **9,880** reached
- **685** reactions
- **299** comments
- **86** shares



- **3,700** reached
- **282** reactions
- **14** comments
- **17** shares



FINANCIAL STATEMENT

STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED 30 JUNE 2021

CURRENT ASSETS	2021	2020
Cash and cash equivalents	721,138	424,372
Accounts receivables	19,006	40,796
GST receivable	-	273
Prepayments	1,508	1,886
TOTAL CURRENT ASSETS	741,652	467,327
TOTAL ASSETS	741,652	467,327
CURRENT LIABILITIES		
Accounts payables	10,702	10,392
Accruals	2,500	4,090
GST payable	973	-
Superannuation payable	2,761	-
Provisions - Annual Leave	12,704	13,580
TOTAL CURRENT LIABILITIES	29,640	28,062
TOTAL LIABILITIES	29,640	28,062
NET ASSETS	712,012	439,265
EQUITY		
Accumulated surpluses	712,012	439,265
TOTAL EQUITY	712,012	439,265



FINANCIAL STATEMENT

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2021

INCOME	2021	2020
Grants and large donations	598,000	443,500
Appeals and small donations	190,603	173,428
Merchandise sales	175	471
Other revenue and interest	114,668	102,930
TOTAL INCOME	903,446	720,329
EXPENSES		
Audit and accounting fees	15,898	16,856
Bank and merchant charges	6,364	5,118
Communications, media and advertising	90,708	39,139
Contractors and consultants	28,273	36,394
CRM costs	11,135	-
Depreciation and asset write offs	-	1,193
Donations paid	6,000	-
Events	763	-
Fundraising expenses	-	31,546
General expenses	4,970	3,603
HR expenses	130	490
Insurance	4,182	3,561
Office expenses, printing and stationery	1,114	2,212
Office equipment	1,155	-
Other employee expenses	64	(3,560)
Postage, freight and couriers	286	122
Rent	12,616	5,727
Subscriptions and memberships	4,824	2,038
Superannuation	36,935	24,289
Telephone and internet	2,451	1,620
Training and workshop expenses	1,114	84
Travel - Campaign	11,916	2,650
Venue and equipment hire	-	1,545
Wages and salaries	389,249	262,873
Website and video expenses	552	12,872
TOTAL EXPENSES	630,699	450,372
SURPLUS / (DEFICIT) FOR THE YEAR	272,747	269,957
Other comprehensive income	-	-
TOTAL COMPREHENSIVE PROFIT / (LOSS) ATTRIBUTABLE TO THE MEMBERS OF THE ASSOCIATION	272,747	269,957



THANK YOU

100% Renewable is supported in our work by strong partnerships with peer organisations, contributions of time from hundreds of volunteers, action from the over 150,000 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. Each and every contribution, no matter the size, is greatly appreciated by everyone involved in 100% Renewable.

A huge thank you goes to our dedicated volunteers who spent time and energy to champion solar, clean energy and clean transport throughout the year. In particular thanks goes to Angela Back, Elizabeth Ahern, Emeric Charles, Ian Beale, Jan McCreary, Matt Stubbs, Rolf Kuelson, Stewart Gale, Valerie Thurlow, Janet Hohnen, Janette Asche, Rob Taylor, Sandra Englart, Straughan Briggs, Barbara Nielsen, David Hetherington, Gerald Lynch, Jan McNicol, John Pye, Carolyn Berezovsky, Felix MacNeill, John Sheehan, Janet Dearden, John Price, John Gardner, Terry Vertiga, Steve Fuller, Thanasis Avramis, and Peter Youll.

Special thanks also goes out to our board who steered our financial and strategic direction this year: Lindsay Soutar, Max Shipton, Mark Capps, Kristen Lyons, Hema Raman, Ric Brazzale, Sarah Roberts, and 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, Elissa Mastroianni, Tyler Peirce, and Inari Saltau. 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.







COMMONWEALTH
HOTEL
EST. 1901

ALLEN ST