

# ANNUAL REPORT

## 2022 - 2023



SolarCitizens

**100%**  
renewable

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# 100% Renewable

## Who We Are

100% Renewable Community Campaign is a community-initiated campaign working to move Australia towards a future powered entirely by clean renewable energy and electric transport.

Since launching in 2010, we have worked with more than 100 community groups around the country and built a supporter base of more than 186,000 people. Since 2013, we have been trading under the name of Solar Citizens, reflecting our origins as a grassroots campaign to protect and grow rooftop solar. In more recent years, the focus of our campaigns has expanded to include more work directly on removing barriers to rooftop solar in rentals, strata and apartments, tying home solar with battery storage, home electrification, electric transport and large-scale renewable energy rollout.

Our mission is to build a movement that takes collective action to pressure governments and win outcomes that pave the way for a fast and fair transition to 100% renewable energy and clean transport.

To achieve this goal, we work to tell a compelling story that demonstrates how electrifying our economy and rolling out renewable energy backed by storage is a win-win for our hip pocket and the environment. By changing the national story and building power in the suburbs, regions and cities we are able to bring together a broad base of Australian households and businesses to take action.

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



SolarCitizens

# A Year in Review

With your support, over the last ten years Solar Citizens has played a critical role driving Australian government and every day Australians to swap out expensive fossil fuels for renewable energy. We've had conservative Federal Governments in Australia for most of that decade. So, for the first time in Solar Citizens history, this annual report reflects a year where Solar Citizens is lobbying a Labor Federal Government for clean energy outcomes. This is a major shift in the political landscape, and as such our strategy, delivery and team has evolved in the 2022 - 2023 financial year to meet this opportunity.

Federally, we have rolled out a strong national household electrification campaign. Working alongside allied groups, and with your support, the outcome of this campaign so far is \$1 billion in the federal budget for the Household Energy Upgrades Fund, plus \$300 million for energy efficiency measures for social housing.

In Queensland, we welcomed the Energy and Jobs Plan which actualised our long held ask for the QLD government to commit to ending coal fired power generation. Energy equity measures were omitted from the Energy and Jobs Plan, so we developed and pushed for energy equity policies, which were also adopted by the Power Together Coalition. With Solar Citizens playing a central role in this coalition, together we succeeded in advocating for and securing \$60 million for household electrification plus \$10 million for social housing energy efficiency measures in the QLD budget. And with your support, we continued to kick clean energy goals in Townsville, including seeing the announcement of the pivotal renewable energy transmission line Copperstring 2.0.

Meanwhile in NSW, we built a campaign to highlight clean energy in the lead up to the NSW election and beyond. Amid a cost of living crisis, we've worked closely with the Sydney Alliance and Sweltering Cities, and ran our own a Mandarin/Cantonese campaign in Kogarah and Western Sydney. After 12 years, NSW changed from a Liberal to Labor government.

New governments need new policies, especially after a long time without access to parliamentary resources. We have been working hard to encourage the Minns Government to become renewable energy champions. Unfortunately the NSW government has eyes on spending tax payers money to keep the Eraring coal fired power station open, so we are actively pushing them to invest in solar on social housing instead.

Meanwhile our Electric Ute Roadshow drew a groundswell of regional grassroots support, plus ample political and media attention for the urgent need for mandatory strong Fuel Efficiency Standards. This much needed federal policy will shepherd in cost of living savings from more Australians through access to affordable electric vehicles, especially when run on renewable energy. Our campaign reached millions of Australians, in particular regional Australians, with a good news story about the economic and lifestyle benefits of clean transport. Heralding from a regional community, I'm committed to making sure regional Australians play a central role in a renewable energy economy: taking the steam out of the fossil fuel culture wars Australia has struggled with over the last decade.

Our staff are now spread across Victoria, NSW, and Queensland, and South Australia. We are a small but mighty team, with a big reach and a bigger impact. Together with your support we work across regional and urban communities, from ethnically diverse Western Sydney to Townsville. This year our Steering Committee warmly welcomes Geneveive Kelly as Chair, and De-Yan Wong as Treasurer.

It's been a busy, successful year for Solar Citizens, as told in the more detailed report back below. Thank you again for your support - the momentum is growing daily for our campaigns to help solve the cost of living crisis and climate crisis through clean energy uptake. It's an important time to be at the helm of Solar Citizens, and I am excited by what together we can achieve - with a senior team, strong board and you at my side.



Heidi Lee Douglas  
National Director  
Solar Citizens



# Chairperson's Report

It was a great honour to assume the role of Chairperson for Solar Citizens in this milestone 10th year of our organization's journey. I want to express my heartfelt gratitude to the Board, our dedicated staff, and the entire Solar Citizens community for their warm welcome and support during my transition into this role.

I must extend special thanks to Kristen Lyons, our previous interim chair, who skilfully steered us through a period of significant organisational change, leaving us in a position of strength and stability. Her contributions have been invaluable. As we set our strategies for the year, we acknowledge that we owe much of our progress to the relentless dedication of activists and policy experts over the last 10 years, who have championed the Solar Citizens vision of propelling Australia towards 100% renewable energy.

While challenges persist, there is optimism that we embark on the next decade with a more favourable political landscape in Australia. This gives us hope and renewed determination.

I am delighted to see that Solar Citizens is in a robust financial position, a testament to the prudent strategies implemented by previous boards and national directors, as well as the unwavering support of our generous donors. I extend my congratulations to Heidi and the exceptional staff for their outstanding achievements this year. With the addition of new members, I am confident that this team will make significant strides toward realizing all our objectives in the coming year.

I eagerly anticipate collaborating with the Board and our entire Solar Citizens community in the twelve months ahead. Together, we will continue to drive the transition to a renewable energy future for Australia.



Genevieve Kelly  
Chairperson  
Solar Citizens Board



# Treasurer's Report

I am pleased to report that Solar Citizen's business model remained sustainable throughout FY23. We maintain two sets of accounts, one for management earnings and the other for statutory earnings. Among these, management earnings provide the most valuable insight into the sustainability of Solar Citizens. This method aligns revenue, especially significant donations, with the activities conducted during the year. This alignment enables a clear evaluation of whether the revenue surpassed the associated expenditures.

In the case of FY23, management earnings surplus is \$110k which has allowed the organisation to put some money towards a buffer for core expenses or future projects that are not yet funded, ensuring the health and resilience of the organisation.

Because management earnings are used, it is also clear from the financials Solar Citizens has raised \$279 500k in major donations in FY23 that it is committed to spend in a particular way on FY24 activities. This revenue is not included in FY23 management earnings and is set aside in a "committed reserve" so it cannot be "accidentally" spent and it will be included in FY24 management earnings. Management has also checked that the cost associated with these committed activities are included in the proposed FY24 budget.

Why is this significant? Because unfortunately statutory earnings are prepared on a different basis. They include major donations in the year they are raised which may or may not match the year the activities related to these donation are undertaken. Therefore whilst the FY23 statutory earnings surplus is \$282k, this does not reflect the campaigning commitments the organisations has made for the year ahead.



Interim-Treasurer  
Solar Citizens Board





# 2022-2023

## At A Glance



- 17,500 supporter actions across the country were taken, including signing petitions, writing submissions to government departments or writing to their MPs.
- We were in the media on 209 occasions in stories that were syndicated a whopping 1139 times.
- We launched 23 reports, demonstrating how clean energy and clean transport can help tackle cost of living and climate change.
- Our staff and volunteers participated in dozens of MP meetings across NSW, QLD, Victoria, and federally on topics ranging from Renewable Energy Storage Targets, to Fuel Efficiency Standards, and removing barriers to domestic clean energy.
- We held dozens of community events and stalls, from Western Sydney, to Logan in Brisbane, and right across Regional Australia.
- We campaigned in Mandarin and Cantonese in ethnically diverse communities in Sydney.
- We led the Electric Ute Roadshow from Ballarat to Brisbane, engaging with Regional Australians.
- Our team and campaigns grew nationally, to meet the opportunities of a new federal government.
- We reached 972,589 people via online advertising.

# 2022-2023 CAMPAIGNS





# 1. Clean Transport

To reduce carbon emissions and cost of living, our clean transport campaign has focused on the implementation of a mandatory Fuel Efficiency Standards. Adopting this federal policy would ensure more electric vehicles are brought into Australia, including a greater diversity of models to suit Australians' budgets, professional and lifestyle needs. Without this policy we will remain at the back of the global queue for more affordable electric vehicles, and instead remain the dumping ground for polluting internal combustion engine vehicles.



## July - December 2022

In July 2022 we delivered a Fuel Efficiency Standards petition with more than 4,000 signatures to Energy and Climate Minister Chris Bowen. We delivered this alongside solar citizen and passionate community advocate, Debi Thornton, who in May set up her own petition for Fuel Efficiency Standards on the Change.org platform, collecting 8,000 signatures.

Federal Energy Minister Chris Bowen announced a process for implementing Fuel Efficiency Standards in Australia, a huge victory for the campaign that we helped achieve through our community action.



We released an electric vehicle cost of living calculator, that helps people see how much they could be saving on fuel if they switched to an EV. We coincided the launch of this tool with a release of data from the Australian Bureau of Statistics, giving an exclusive to the Guardian.

Our work helped enable the Federal Government to release its consultation for the first National Electric Vehicle Strategy, paving the way for Fuel Efficiency Standards to be considered in 2023. To keep the pressure up, we joined forces with over 100 companies on this double-page spread in The Australian and Sydney Morning Herald calling on the Federal Government to implement Fuel Efficiency Standards, increase domestic EV manufacturing potential, a coordinated charging network, more electric buses, and economic modelling on pro-EV benefits.

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We coordinated over 600 detailed community submissions to the National Electric Vehicle Strategy consultation, ran by the Federal Department of Infrastructure. Submissions written by solar citizens totalled over 1000 pages – and comprised the majority of community submissions gathered by the Department. Our own submission fleshed out our position on EVs and collated questions from our community for the Department's reference.

We increased the pressure on the key decision maker for Fuel Efficiency Standards, Federal Minister for Infrastructure, Transport and Regional Development Catherine King MP, by getting supporters to write to her about Fuel Efficiency Standards. Over 600 people wrote to Minister King as a result, and her office subsequently organised a meeting with us.

To create bi-partisan support for mandatory Fuel Efficiency Standards, we ran a successful Samford EV Experience event in the heart of Opposition leader Peter Dutton's electorate of Dickson. Over 500 attendees and 25 generous EV owners generously gave their time to talk about their electric vehicle use - including an electric motorbike, retrofitted vintage car, e-bikes and many models of electric cars. Highlights included celebrity chef Alistair McLeod cooking a meal on a EV-powered induction hot plate, and five owners offering test rides. This event was widely reported in Queensland on 7News Brisbane.



*Celebrity chef Alistair McLeod cooking on an EV-powered induction cooktop*



*Clean Transport Campaigner Ajaya Haikerwal and long-time volunteer Liz Harris*

We identified that regional Australians had been targeted by misinformation campaigns about clean transport, but that they actually had the most to benefit from it – since they drive the most often and longest distances and so feel the pain of rising petrol prices the most. This led us to develop the strategy and raise the financial support for the Electric Ute Roadshow.

## **January - June 2023**

The Electric Ute Roadshow campaign kicked off in 2023, with a plan to take one of the first electric utes in the country around regional and rural Victoria, New South Wales and Queensland. We hired Regional Organiser and Ballarat local Ben Lever - who had extensive experience working in the clean transport space as the convenor of the Ballarat branch of the Public Transport Users Association. Thanks to support from our generous donors, the Electric Ute Roadshow kicked off in Ballarat on 18 February. Over 60 Ballarat locals attended and the shiny blue LDV eT60 created some fantastic visuals which have been spread across print and social media. We were very fortunate to have the Minister for Infrastructure, Transport, Regional Development and Local Government, and Member for Ballarat, Catherine King MP, launch our Recharging Ballarat report and wish us well for the Roadshow.



*Transport Minister Catherine King and MP for Wendouree, Juliana Addison in the Electric Ute.*



*National Director Heidi Lee Douglas enjoying a sausage sandwich cooked on the BYD with MP for Wendouree, Juliana Addison.*



We remain one of the only climate organisations to have met with the Minister herself about Fuel Efficiency Standards, as well as have her attend an EV-related event. The Minister was very enthusiastic about the event as a whole, and was particularly excited to check out the ute and get photos in and around it.

Researcher Tom Quinn took us through the Recharging Ballarat report, pointing out the \$80 million the Ballarat region could save over 5 years if we fix Fuel Efficiency Standards. We launched the Recharging Australia paper on the same day – an analysis of the \$4 billion of savings regional Australia can hope to see from this policy.

State MP for Wendouree, Juliana Addison, was also present and was equally enthusiastic about the event. The team have had previously attended a one-on-one meeting with her, which has also led to an opportunity to speak to the Victorian Labor Regional Caucus about the benefits to regional Victoria of Fuel Efficiency Standards – an opportunity to create champions within Labor who can help share sell the message of the benefits of electrification in regional areas.

In the lane right outside the venue, generous EV-owning locals brought a fantastic array along to engage people about their experiences, including two electric motorbikes, a BYD Atto, a Tesla Model 3, a Nissan Leaf, and the new Kia EV6. Most impressive was Steve's 1948 Singer Ute, which he's had recently converted to electric power! The Atto and the EV6 powered a pair of electric BBQs as well, which helped provide an enticing smell and really added to the community feel of the event.

The event got a great run in the media, with an excellent great writeup in the Ballarat Courier that was syndicated in 5 other regional newspapers, a spot on WIN News which was syndicated across regional Victoria and southern NSW, and a detailed analysis in The Driven.

From Ballarat we made our way through regional community events to Canberra, where we launched Our Recharging Australia report launch with Senator David Pocock: which detailed \$11.2 billion in fuel cost savings available if we as a

country embrace a strong, Europe-aligned Fuel Efficiency Standard. Senator Pocock launched the report and talked eloquently about the equity issues around EVs.

We simultaneously held a Drive Day for Federal Members of Parliament at Parliament House, where they could get a short ride in one of Australia's first electric utes whilst being briefed about the Recharging Australia report. MPs included Kylea Tink, Fiona Phillips, Rebekha Sharkie, Andrew Wilcox, Monique Ryan, Dan Repacholi, Andrew Bragg, Sharon Claydon, Jerome Laxale and Andrew Barr MLA.

The Electric Ute Roadshow then headed north, stopping in the Hunter Valley, running an event with new MP Dan Repacholi and the new speaker for NSW, the independent Greg Piper.



*Senator David Pocock with National Director Heidi Lee Douglas;*



*Andrew Willcox MP with Heidi;*



*Dr Monique Ryan MP with Regional Clean Transport Organiser Ben Lever, Heidi, and Clean Transport Campaigner Ajaya Haikerwal.*



*Dan Repacholi MP talking at the event; Attendees of the Hunter event.*

Meanwhile we ran two Fuel Efficiency Standards briefings on our research findings with federal crossbench members as part of a briefing with the Smart Energy Council. MPs include Sophie Scamps, Helen Haines, Kate Chaney and Zoe Daniel. We invited councillors and council staff to all Roadshow events, and when the opportunities arose, we made bespoke stop-offs at councils.

A highlight of this work was in Bendigo, getting media coinciding with a wide selection of mayors signing on to a Fuel Efficiency Standard joint letter, via the Climate Council's Cities Power Partnership. Councils engaged include: Albury, Bendigo, Midcoast, Lake Macquarie, Newcastle, Bellingen, Ballarat.

Even whilst on the road, we met with a variety of influential organisations to brief on Fuel Efficiency Standards and to explain our ambitions for EV policy. Organisations included the Australian Automobile Association, NSW Farmers, Royal Flying Doctors Service Victoria.

In order to reach regional and rural constituencies we might not have otherwise been able to, as well as to assist with local, on-the-ground knowledge for event management, we partnered with Farmers for Climate Action. Over 8 successful events, we engaged over 300 people, talking all things EVs and charging, getting into the electric ute, and presenting the local case for a Fuel Efficiency Standard. At each event, we had a regional “energy and EV expert” attend to give further context (in Victoria, Russel Klose from Kilowatt Cars, and in NSW Stuart Watson, an energy expert). We also had numerous EV owners come to events to show off their vehicles and talk to locals about their experiences of cost savings. Events were hosted Shepparton, Euroa, Yackandandah, Mulwala, Taree, Bellingen, Grafton, and Lismore.



*The community at Yackandandah around the electric ute.*



Towards the beginning of our Northern NSW leg, we launched a new community-owned EV charging station in Narrabri, with our friends at Geni.Energy. While we engaged the community with a Roadshow presentation, we also had a series of constructive conversations with the Vice President of NSW Farmers, who eventually agreed for us to quote her in our media releases.

We found that joining pre-existing events allowed us to reach more people than we would have otherwise. These events also helped strengthen our relationships with the host organisations, as we would bring something that not many people had seen before – the first commercially available electric ute in Australia! At each event, we gathered scores of petition signatures, gathered case studies, and promoted the event on social media. Events included, with partners in brackets: North Sydney Clean Energy Fair (Kylea Tink, Smart Energy Council), Malmsbury EV Expo (Good Car Co), Ballarat Show and Shine (BREAZE, Good Car Co), Ballarat Stockyards Sale Day, Lake Macquarie EV Open Day (Council event), Logan Eco Action Festival (Logan City Council).



*Our stall at North Sydney Clean Energy Fair;*



*The ute under a rainbow at the Ballarat Show and Shine;*

*A crowd of people at the Lismore event.*

To make our case for a strong Fuel Efficiency Standard, inside-track work included meeting with the Department of Infrastructure team who are responsible for implementing a Fuel Efficiency Standard. We showed our ute and presented our research findings from our Recharging Australia report. We discussed timelines of the policy, loopholes we wanted to ensure wouldn't be included, and what they saw their main blockers were.

On the day that the National Electric Vehicle Strategy (NEVS) was released in April, Transport Minister Catherine King explained the benefits of this policy suite. During the six-week consultation period, we met with the Department of Infrastructure again to reaffirm our desires for the policy, namely that it should align with our trading partners and be strong enough so that it catches up to them. Despite the fact that the consultation was extremely detailed, we collected over 150 community submissions.

At the end of the consultation period, the Department invited us to be part of an industry roundtable, which included the Climate Council, Greenpeace, Electric Vehicle Council, Smart Energy Council and the Australian Council of Social Services, the Federal Chamber of Automotive Industries (FCAI), the Australian Automotive Dealers Association (AADA), the Australian Automobile Association (AAA), the Motoring Trades Association of Australia (MTAA) and a handful of manufacturers like Toyota, Ford and Nissan.



*Minister King's quote at the release of the strategy.*

Sadly Clean Transport Campaigner Ajaya Haikerwail moved overseas at the end of June, after leading a very successful clean transport campaign. We wish Ajaya all the best. Ben Lever stepped into Ajaya's shoes to lead the Electric Ute Roadshow in Queensland.

In Queensland we activated our volunteer team to assist with a large home electrification themed stall at the Logan Eco Action Festival which has thousands of attendees each year. We spoke to hundreds of attendees, including Federal Treasurer Jim Chalmers and Craig Reucassel who both recognised our work. The stall had a free EV powered sausage sizzle using an induction cooktop to demonstrate vehicle to load capabilities, efficiency in electric appliances, as well as rooftop solar powered EVs as part of our household electrification campaign. It also demonstrated the range of EVs that Australians including regional Queenslanders could have through our electric ute as part of the Electric Ute Roadshow. We were also on social media during the event with photos and videos of locals talking about why home electrification is important to them.

Evidence of our campaign reach is in the large number of local, state, and national media we have received. Big campaign moments like the NEVS have led to lots of national media, while local media was largely spurred by publishing tailored reports on Fuel Efficiency Standards for each area we went to. Partnering with the Climate Media Centre and having a media consultant on hand for the campaign has been crucial to our success.

Just in the last 3 months of 2022 - 2023 we recieved:

- National: 33 media hits; State: 5 media hits; Local: 25 media hits
- 46 print/online; 12 radio; 5 TV
- Total media reach for this period: 317,810,830
- Social media reach for this period: 94,322 total impressions across organic Facebook, Twitter and Instagram posts. Twitter impressions 72,000 Facebook and Instagram combined reach (for ute roadshow posts since feb): 33,362, FB & insta impressions: 22,322 TOTAL impressions: 94,322
- Digital ads (Since Jan 2023): Reach: 230,484; Impressions: 380,243; Engagement: 5342



## 2. National

In 2022 Australian communities faced a triple threat: a cost of living crisis, an energy crisis and the climate crisis. With a new Australian Government and a shift in the national conversation on climate change and energy, it was an opportune time to campaign for clean technology solutions that address all three challenges.

By activating our supporters across the country, we campaigned for the removal of barriers and equitable rollout of household solar, storage, electric and energy efficient appliances – especially for those most vulnerable to the hikes in energy costs. We also have called for a Renewable Energy Storage Target to support the rollout of household storage and help bring down power bills for everyone.



*Solar Citizens at the Sydney Alliance Assembly; National Director Heidi Lee Douglas with Treasurer and Energy Minister Matt Kean at the Assembly .*

We kicked off our national campaign work by gathering and lodging 300 supporter submissions on the Energy Security Board's proposed Capacity Mechanism scheme that could allow payments to coal and gas plants. Solar citizens across Australia used this formal process as an avenue to call for a national Renewable Energy Storage Target instead of payments to fossil fuels.

We then focused on securing a Renewable Energy Storage Target from the Federal Government that supported both large and small-scale storage. We collected 3,500 supporter signatures on our national petition calling for a Renewable Energy Storage Target, directly lobbied the Australian Government and encouraged our supporters to take action. Close to 5,000 solar citizens across the country took action to call on the government to invest in renewable energy and storage to tackle rising electricity costs and the energy crisis. Excitingly, in December the Federal Government announced a Capacity Investment Scheme, aimed at delivering \$10 billion of investment in renewable energy and storage.

While the announcement was a step in the right direction, it was not enough to make better use of the plentiful existing rooftop solar energy in Australia by harnessing it with battery storage. In order to campaign for additional national support for household battery storage, we hired a National Consumer Advocate Campaigner Joel Pringle, enabled by the generous support of our donors.

Our initial focus was pushing for renewable energy policy uptake in New South Wales, as both major political parties battled to win the state election in late March. We encouraged all sides of politics to adopt policies that increase the accessibility of renewable energy, and thus spread the cost of living benefits it provides to consumers. We met with many candidates to talk through our policies, including the office of Shadow Minister for Energy and Climate Jihad Dib, Shadow Minister for Housing Rose Jackson, and Shadow Minister for Police and Counter Terrorism, Planning and Public Spaces, Paul Scully.

Solar Citizens rejoined the Sydney Alliance to support the long-term campaigning and community building they have been doing, particularly in Western Sydney. We took part in the Sydney Alliance Assembly in November to jointly lobby NSW Treasurer Matt Kean for energy equity policies. We worked closely with the Sydney Alliance and other partners like the Tenants Union, Better Renting and the Nature Conservation Council of NSW in the lead up to the Sydney Alliance Election Assembly in late February, where we asked for commitments from all sides of politics for energy equity policies. We were able to bring a dozen solar citizens along to this event. At the assembly, National Director Heidi Lee Douglas asked the Energy Minister Matt Kean and Shadow Treasurer Daniel Mookhey to address the cost of living crisis by supporting renewable energy for renters and social housing.



*NSW Organisers Peizhi Jiang and Valentina Olivares Fredes with National Consumer Advocate Campaigner Joel Pringle engaging members of the public.*

We also hired two new NSW Organisers to help mobilise supporters in Western Sydney, to lobby state and federal government for energy equity policies. Peizhi Jiang and Valentina Olivares Fredes are both from diverse cultural backgrounds with strong connections to Western Sydney and a background in community organising. They held stalls in Penrith, Parramatta, Winston Hills and Kogarah, educating the community about the cost of living benefits that renewable energy can bring and asking people to sign [our petition](#). Through this process we found case studies and new champions, who are playing a role in both our NSW and national campaigns moving forward.

### **Penrith Farmers Market stall**

The Solar Citizens NSW Organisers Valentina and Peizhi, and National Consumer Advocate Campaigner Joel led a households clean energy stall and induction cooking demonstration on 19 April at Penrith Farmers Market. Conversion from gas to induction cooking, whilst not the largest energy saving option in household electrification, remains a sticking point for many households reluctant to go off gas because of the lack of awareness of the superior cooking experience on induction cooktops compared to other electric cooktops. There is also a cultural barrier for some communities, which is a challenge that electrification strategies need to acknowledge and address.

The stall gave the team a chance to meet potential Solar Citizens supporters in Western Sydney, continuing the great work that Valentina and Peizhi have achieved building our relationships in diverse communities. This included an older Peruvian man who brought his (adult) daughter and son to the Penrith Table Talk the following week.



## Penrith Table Talk

NSW Organiser Valentina led the organising of a Table Talk listening event in Penrith, in partnership and with support from the Sydney Alliance. A Table Talk is a listening meeting format, encouraging deliberate conversations in small groups. The format encourages informal but structured discussion, replicating domestic 'dinner table' chats to encourage reflection on a particular subject from the participants' own experiences and stories.

The purpose of the event included identifying climate issues affecting Western Sydney communities, collecting stories about the cost of living and cost of energy, access to solar energy, and impacts of climate crisis (heatwaves, floods, etc), raising Solar Citizens' profile in strategically and politically important communities, and identifying local community leaders committed to addressing climate change and energy equity.

The event drew 18 participants from a range of backgrounds. The report was distributed to the participants and supporting organisations, and to local Members of Parliament. Several case studies were also identified for use in Solar Citizens' story-telling about household solar and storage as the solution to the cost-of-living crisis, particularly in Western Sydney.



*Attendees of the Penrith Table Talk with NSW organisers Peizhi Jiang and Valentina Olivares Fredes with National Consumer Advocate Campaigner Joel Pringle*

Throughout the months before and after the election, we have built political support for the clean energy policies needed to slash power costs. We have met with many Members of Parliament and candidates, and asked them to commit to our policy asks if they get elected. Federal Energy and Climate Minister Chris Bowen endorsed our NSW policies, as have many independents and minor party candidates.



*Top L-R: Federal Energy Minister Chris Bowen, City of Parramatta Greens Councillor and candidate for Epping Phil Bradley, Elizabeth Farrelly Independents Upper house candidate Elizabeth Farrelly, Independent Member for Sydney Alex Greenwich, Independent candidate for Manly Joeline Hackman, Greens candidate for Blacktown Lenn Hobbs.*

*Bottom L-R: Greens Member for Newtown Jenny Leong, Greens candidate for Penrith Minoo Toussi, Independent candidate for Pittwater Jacqui Scruby, Independent Member for Lake Macquarie Greg Piper, Independent candidate for Kogarah Troy Stolz, NSW Minister for Infrastructure, Cities and Active Transport Rob Stokes.*

Meanwhile, we released national polling demonstrating the broad community support for clean technology as a solution to rising power bills. We shared the results with key decision-makers and received media coverage right in the middle of the national debate about how the Federal Government should bring down power prices.

The results of the polling showed:

- 71% agree that state and federal governments should do more to help renters and people living in social housing access solar energy to help them manage their electricity costs.
- 48% would consider installing household solar or battery storage if they could access a government-provided no-interest loan.
- 31% would consider replacing gas appliances with electric if they could access a government-provided no-interest loan.
- 78% agree the federal government should expand the national rooftop solar subsidy to make it more affordable for Australians to also install household battery storage.

We also directly lobbied the Federal Government for a package for household electrification and renewable energy that also addresses equity issues, as well as supporting minimum energy standards for rentals. We made a Federal Budget Submissions, an Energy Performance Strategy submission, a National Reconstruction Fund submission and Powering the Regions Fund submission.

On 29 March our campaign team - Heidi Douglas, Joel Pringle, Valentina Olivares Fredes and Peizhi Zhang - joined a delegation to the Commonwealth Parliament including the Smart Energy Council, Rewiring Australia and other organisations targeting ALP backbenchers and the cross-bench and focussed on pushing a household electrification package. Solar Citizens presented our pre-budget statement to Dan Repacholi, Mike Freeland, Josh Wilson, Jerome Laxalle, Dai Le, Linda White, Kate Thwaites, Josh Burns, Alison Byrnes, Maria Vamvakinou and Allegra Spender's office, with the focus on no-interest loans for household electrification and funding for social housing energy upgrades.



The lobbying day coincided with the Electric Ute Roadshow visit to Parliament, creating an effective follow-up contact with many MPs from the Solar Citizens team.

*Solar Citizens Organiser Peizhi Zhang (left) meeting with Member for Fairfield Dai Le, with members of the household electrification lobby allied groups.*



## **Sun tax**

In response to the Australian Energy Regulator's Issue's Paper, which proposed accepting the introduction of household solar export charges (also known as the Sun Tax) in NSW, Solar Citizens made a submission in line with our ongoing campaign to oppose these charges. Our concerns included:

- A lack of evidence on the actual need for reducing solar export capacity in the next decade, especially in light of cheap technological alternatives such as flexible export limits.
- The absence of publicly available information detailing actual network congestion that would justify solar owners being asked to pay additional charges.
- Untested assumptions about the willingness and ability of solar households to adjust usage patterns in response to the price signals proposed. This will depend on household composition, energy usage patterns, appliance profile and tenure type (for those few social and private renters that currently have access to solar panels), and is likely to have negative distributional impacts on lower-income solar households.

Solar Citizens also encouraged our supporters to put in submissions, with 463 being sent to the Australian Energy Regulator through our online submission form.

## **Focused media work**

Solar Citizens has worked in partnership with the Sunrise Project to engage Essential Media on a time-limited contract to boost media coverage of the equity benefits of household solar. This has allowing more opportunities to share the case studies collected by the QLD and NSW teams and has quickly boosted Solar Citizens' media presence. Solar Citizens secured media coverage of our electrification and solar equity policies in the lead-up to the Federal budget (9 May). Solar Citizens benefits greatly from this external support as we currently have limited specialist internal media capacity in our small team.

- Media hits: 27
- By type: 17 Radio; 10 Online/print
- Media its including syndication: 232
- Estimated reach: 262,300

## **Federal Budget advocacy**

After sustained pressure from Solar Citizens and others across the sector, the federal Budget saw a major announcement on electrification

Amongst other announcements on large-scale energy storage and clean transport, the federal Budget included the announcement of the Household Energy Upgrades Fund.

The two components of the Fund are:

- Inject \$1 billion into the Clean Energy Finance Corporation to unlock more than 110,000 low-interest loans for energy-saving home upgrades, in partnership with private lenders.
- \$300 million to partner with states and territories to make energy performance upgrades to social housing.

Solar Citizens responded favourably to these announcements, as they represent a significant win for household clean energy and energy equity. However, as more detail became available Solar Citizens has raised concerns with the possible design of these programs and asked the government to ensure that both streams of the Household Energy Upgrade Fund are not only successfully rolled out, but available to the households that would most benefit from cheap, clean and smart household energy.

Solar Citizens encouraged supporters to write to the responsible Ministers to flag these concerns, with over 400 email actions being taken. We also followed up with Energy Minister Chris Bowen to ensure that the assistance is both successfully rolled out and reaches the households that most need it.

Thank you for your support, enabling Solar Citizens to tackle the energy, climate and cost of living crisis. We have clear direction moving forward about removing barriers to solar for all, and look forward to sharing our impact next year.

# 3. Queensland

## Energy and Jobs Plan

After years of community campaigning, in September 2022 the Queensland Government released their long-awaited 10-Year Energy Plan. It represented a significant shift for the Sunshine State. Up until the Plan was released, the State Government had repeatedly committed to keeping their state-owned coal-fired power stations running until the end of their technical lives – in some cases for decades to come!

Thanks to our collective action, we were able to turn things around and the Queensland Government released a game-changing Energy Plan committing to:

- Repower state-owned coal plants to clean energy hubs by 2035;
- Legislate a 70% Renewable Energy Target by 2032;
- Spend an extra \$2.5 billion on building publicly-owned renewables, taking their total Renewable Energy and Hydrogen Jobs fund to \$4.5 billion;
- Importantly, the Plan will also be reviewed every two years from 2025, which will give us an avenue to increase their ambition even further.

This was an incredible win for our people-powered campaign that could not have happened without your support. Thank you!



*Solar Citizens volunteers with  
Organiser Kanchana Pathirana*



*Queensland Campaigner Stephanie  
Gray, Organiser Kanchana  
Pathirana, and volunteers meeting  
with Queensland MP Jonty Bush*



In the months leading up to the launch of the Energy and Jobs Plan, solar citizens across the state were very active to push for more ambition. Together we:

- Hosted a community event in the Energy Minister's electorate alongside the Queensland Community Alliance attended by more than 100 locals. The Energy Minister joined us for hours to hear from his constituents about how more affordable renewable energy will benefit them and Queensland's environment.
- Reached tens of thousands of Queenslanders with Brisbane billboards in the Premier's and Energy Minister's electorates, and targeted online advertising, calling for the Premier to fix the energy crisis by investing in cheap renewable energy.
- Delivered ongoing supporter actions in the Premier's and Energy Minister's electorates; including market stalls, door knocks, and sidewalk petition collecting. During these actions we collected signatures to our petition that we later handed to the Energy Minister with thousands of signatures.
- Hosted a supporter webinar, alongside the Queensland Conservation Council, that explained why fossil fuel-reliant Queensland has spiralling power bills.
- Released a report, alongside the Queensland Conservation Council, showing that Queensland's 870,000 solar homes and businesses effectively provided up to \$60 million worth of free electricity to the grid in May and helped drive down inflated wholesale electricity prices.
- Released polling demonstrating that 85% of Townsville residents support the Townsville region becoming a hub for renewable-powered industry and manufacturing; and 55% agree Queensland should be fully powered by renewable energy by 2032 when the State is set to host the world's first climate positive Olympics. These findings were widely reported in North Queensland media and the State Energy Minister spoke to the findings during Question Time in Parliament.

- Sent 250 emails to the Premier calling for an ambitious clean energy plan.
- Were in the Queensland media 33 times since June 2022 calling for more action from the State Government.
- Held three supporter actions in Townsville encouraging the local State MPs to back in more local clean energy manufacturing and an ambitious clean energy plan.
- Collected stories of Townsville community members benefiting from renewable energy, through employment or savings. We used these stories in online advertising that reached 55,000 people in North Queensland.
- Presented at the Smart Energy Conference about how to turn Townsville into Australia's first Renewable Energy Industrial Precinct.

Solar Citizens has campaigned with a focus on Queensland for years and it has been exhilarating to see this work so clearly pay off. When we started working with a focus in Queensland at the end of 2019, the political debate in North Queensland was centred around building a new coal-fired power station in Collinsville. Now, just three years on the State Government has committed to close all the state-owned coal plants by 2035. And all of the major stakeholders in Townsville are calling for investment in the infrastructure and resources needed to make the most of the region's clean energy manufacturing potential.

Of course Solar Citizens didn't win these outcomes single-handedly, but we have been a consistent pro-renewables voice that has held the Queensland Government to account every step of the way.

The words of the Queensland Energy Minister say it best: "I was out this morning with some volunteers from my team knocking on doors. Universally, every single door that I knocked on, people said to me, 'yeah we gotta do something about emissions,' and 'yep we want the government to do more on renewable energy'. I don't think we would have had that universal response two and a half years ago. I think so much has changed and I'd like to pay tribute to Solar Citizens for being a large part of that," – Mick de Brenni.

## **Regional Queensland**

In Townsville, there were a number of exciting announcements that our work helped deliver. The State Government allocated \$75 million for the development of a critical minerals processing plant in Townsville, up from a previously-announced \$10 million. This investment is great news for developing local clean manufacturing, and creates momentum for us to keep pushing for a Townsville Renewable Energy Industrial Precinct. This announcement came after we held meetings with the Deputy Premier's office, State Development and the Energy Department, calling on them not to overlook Townsville's renewable manufacturing potential.

Edify Energy was granted \$45 million in funding via a joint Australian-German government initiative to progress their renewable hydrogen project at the Lansdown Eco-Industrial Precinct in Townsville. Solar Citizens previously ran a targeted campaign, including advertising, to win government support to establish the Lansdown precinct. The positive funding outcomes of that work has helped underpin this next stage of success for Edify. At a clean energy conference in Townsville last year Edify gave a shout out to the work of Solar Citizens.

The Queensland Government released the Queensland New-Industry Development Strategy, which will see the State Development Department shift internally so that they're prioritising decarbonisation – a very significant shift. In the strategy, they committed to develop a new Local Economic Opportunities Network (LEO) to work with communities around Queensland to identify opportunities for economic diversification. This is great news and a direct response to conversations we've had with government where we flagged that more needs to be done regarding planning and coordination to set up regional clean manufacturing hubs.

The Australian and Queensland governments have joined partners to contribute \$117 million towards establishing Gladstone's green hydrogen industry. They are supporting the Central Queensland Hydrogen (CQ-H2) project – which is expected to create almost 9,000 jobs and over \$17.2 billion in hydrogen exports over its 30-year life.



In March 2023, the State Government funded CopperString 2.0 was announced. CopperString 2.0 will unlock approximately 4.5 GW of new solar and wind potential in north west Queensland through an 1100 km transition line connecting communities from Mount Isa all the way to the Townsville grid. This was a huge campaign win for us that was years in the making. CopperString is key to turning North Queensland into a hub for clean manufacturing and we've been campaigning for it since 2020. It will fast-track the delivery of transmission infrastructure in North West Queensland to unlock some of the country's best co-located solar and wind resources, and set Townsville up with a clean energy supply so it can become one of the country's first Renewable Energy Industrial Precincts.



*Resources Minister  
Scott Stewart, Energy  
Minister Mick de  
Brenni, Premier  
Anastasia Palaszczuk,  
Solar Citizens Deputy  
Director Stephanie  
Gray, and  
Copperstring 2.0's  
Joseph O'Brien*

We led on a joint briefing paper on how the Queensland Government can establish Renewable Energy Industrial Precincts alongside allied groups such as Beyond Zero Emissions, Australian Conservation Foundation, WWF-Australia and the Climate Council. We had lobbying meetings with the Premier's adviser, the Deputy Premier's adviser, and the Manufacturing Minister to present the paper.

Solar Citizens developed a report alongside the Queensland Conservation Council titled, 'Five Ways to Improve Queensland's Energy and Jobs Plan'. One of its key findings is that Queensland's large-scale renewable energy projects brought down wholesale electricity prices to the extent that they saved all Queensland households the equivalent of \$100 in 2022.

We also kicked off a collaboration with Yes-2-Renewables and the Climate Reality Project to run a pilot Renewable Energy Speakers program in regional communities, with Solar Citizens focusing on two regional Queensland communities. The aim of this project is to ensure Renewable Energy Zones are delivered with a social licence.

## Energy Equity

Queensland's Energy and Jobs Plan was a big step up for the State Government, but it still didn't set up the Sunshine State to be a clean energy superpower and 1.5 degree aligned. Missing from the Energy and Jobs Plan was a focus on energy equity measures. So we continued to build community power in Logan in South East Queensland for our "Solar for All" campaign work.

Our Brisbane Organiser Kanchana, with solar citizens volunteers by her side, collected petition signatures at the Global Food Markets. The market is strategically placed in both the federal and Queensland state Treasurers' electorates – both are key decision makers we need to reach to win policy solutions for solar for renters and social housing tenants. We also hosted a volunteer planning and training session to fire up our core group of volunteers and get them ready for the next steps of our Queensland campaign.

We collected numerous stories from community members to support our campaign work. We worked alongside the Queensland Community Alliance to do listening events where we hear from folks who are struggling with the cost of living; many people we've been speaking with are excited to support our work for solar for rentals and social homes. We interviewed and filmed people who are already benefiting from the switch to clean technology to share these positive, solutions-focused stories with the community and decision-makers.



*Kara, a Townsville resident and case study for Solar Citizens*

We co-hosted a community event in the Queensland Energy Minister Mick de Brenni's electorate with 100 attendees and him as the keynote speaker. The theme of the event was hearing from community members who are struggling with the cost of living, and calling on the Minister to adopt the clean technology solutions we need to address the spiralling cost of living and climate crisis.



*QLD Energy and Climate Minister Mick de Brenni at our Logan event.*

The Queensland's Energy Minister also publicly committed to work with Solar Citizens and the Queensland Community Alliance (QCA) to implement solutions to help renters and social housing tenants access affordable solar energy. At our event co-hosted with the QCA, he also committed to implement support for all households to access clean technology, like battery storage, and work with the Housing Minister to implement Minimum Energy Efficiency Standards for existing rental properties. We are continuing to engage with the Minister's office and the Energy Department to make sure these promises are delivered.

We worked with the Queensland Conservation Council, Queensland Community Alliance and others to launch the Power Together collaboration. This joint effort of environmental, faith and social services groups is calling for more renewable energy investment and solar for all to address the cost of living. Many of the policy asks come from Solar Citizens existing campaign, so it's wonderful to have more groups coordinated around the same goals.



We responded to the federal budget announcement of \$300 million to partner with states and territories to make energy performance upgrades to social housing, by pushing the QLD government to take up this challenge and commit to matching the Federal Government investment. In the lead up to the QLD 2024 budget, we were part of a joint media push to pressure the QLD government to invest in cost saving clean energy investment of solar for rentals and virtual power plants on social housing.

As a result, in the June QLD budget, we directly helped win \$60m for home electrification like batteries, solar and energy efficiency upgrades, to complement Federal Government initiatives; and \$10 million for initiatives to help vulnerable households access advice and support around clean technology for energy bill savings. This constitutes Queensland's co-contribution to the Federal Government's Household Energy Upgrades Fund.

And importantly, Energy Minister Mick de Brenni also announced he will work with Solar Citizens and other stakeholders to develop solutions to enable the roll-out of solar for renters, taking a step forward to remove barriers to solar for more than 30% of Queenslanders who live in rentals.

Other clean energy wins the in the QLD budget we have pushed for include:

- \$5 million for public information to advise and assist households to access significant energy bill relief, along with other energy programs and concessions.
- A record \$19 billion over 4 years to support new solar, wind, storage and transmission.
- \$35 million over 4 years to undertake strategic planning and community engagement activities to develop Queensland Renewable Energy Zones in a coordinated way and increase community benefits.
- The Queensland Government increased their electric vehicle (EV) rebate scheme, doubling the rebate from \$3000 to \$6000 and increasing the threshold vehicles from \$58,000 to \$68,000. In 2021 when Solar Citizens started campaigning for EV incentives in Queensland, the Sunshine State was one of the country's least supportive of EVs. We ran a whole campaign to lock in EV incentives, and now with this increase, Queensland has the best EV policies in the country. The State Government has also announced they are supporting an additional 44 EV chargers being rolled out in more than 30 towns.

With an upcoming state election in October 2024, we kicked off more focus on getting more commitments from the Queensland LNP for renewable energy. But more of this campaign will be outlined in next year's annual report!

In June, we said farewell to our Queensland Campaigner and Deputy Director Stephanie Gray. Steph had been with Solar Citizens for six years and leaves behind a legacy of helping to transform Queensland. We thank Stephanie for her passion and dedication. Our QLD work is now being led by Queensland Clean Energy Campaigner Vinne Batten, and we are excited to welcome Vinnie to our team.



*Deputy Director Steph Gray and Solar Citizens volunteers meeting with federal Shadow Minister for Energy and Climate Ted O'Brien*



*Stephanie Gray with Townsville volunteers meeting with MP Scott Stewart*



*Queensland Organiser Kanchana Pathirana working with community in Logan*

# 2022-2023 Reports





# Five Ways to Improve Queensland's Energy and Jobs Plan



Our report, launched alongside the Queensland Conservation Council, found that fast-tracking Queensland's rollout of renewable energy and making clean technology available to more households would create 27,200 new jobs and bring down electricity bills for consumers.

The results show that large-scale solar, wind and storage projects across the Sunshine State brought wholesale power costs down by \$25/MWh in 2022, equivalent to nearly \$100 per household. Further renewable energy investment would have brought down costs by more than \$500 per household.

## Queensland Renewable Energy Industrial Precinct Briefing Paper

Joint groups briefing paper on benefits of Renewable Energy Industrial Precinct calling on the Queensland Government to work with the Australian Government and local councils to establish Renewable Energy Industrial Precincts across Queensland, supporting the unique clean manufacturing and industrial potential of each region.

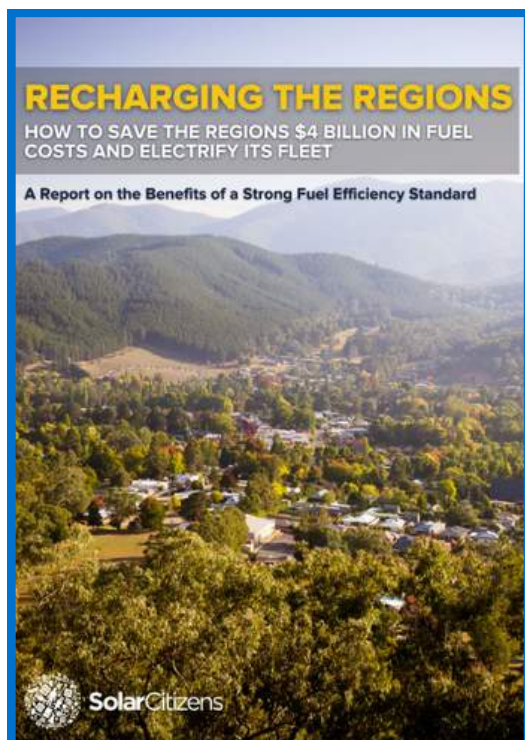


# Electric Ute Roadshow Reports

After almost a decade of inaction and roadblocks to affordable clean transport, the time has come for Australia to introduce a Fuel Efficiency Standard to accelerate the shift to electric vehicles.

The following reports detail how a strong Fuel Efficiency Standard will reduce the cost of living and save drivers in regional areas in fuel costs, improve local health outcomes, and cut our transport emissions.

- Recharging the Regions
- Recharging Australia
- Recharging Queensland
- Recharging New South Wales
- Recharging Regional Victoria
- Recharging Ballarat
- Recharging Shepparton
- Recharging Bendigo
- Recharging Hume
- Recharging the Upper Murray
- Recharging Lake Macquarie
- Recharging the North West
- Recharging Port Macquarie
- Recharging the Hunter
- Recharging Coffs Coast
- Recharging the Northern Rivers
- Recharging the Sunshine Coast
- Recharging the Gold Coast



# New Energy Academy: Solar Training in the Philippines

Although utility-scale solar PV projects regularly make headlines for record-low prices, small-scale rooftop solar PV systems represent an important part of the market. They bring the benefits of modern electricity services to households that previously had no access to electricity, reducing electricity costs on islands and in other remote locations that are dependent on oil-fired generation, as well as enabling residents and small businesses to generate their own electricity.

As countries begin to realize the market and economic potential of distributed solar systems, the problem remains that young solar PV companies in many developing nations are not meeting the scale of the energy transition. Policies and government incentives aside, one main reason for this is companies that exist have low efficiency and lack the capabilities and resources to innovate and scale.

The New Energy Academy (NEA) is designed to vastly accelerate the training and qualification of solar professionals around the world. As the world pursues its goal to reach carbon neutrality, the intention of this Academy is to ensure that adequate installation capacity comes online to meet the massive demand for solar energy. Solar Citizens is proud to have played a role to support New Energy Academy to deliver training programs for rooftop solar installers and entrepreneurs in the Philippines. The training modules, including technical, business and hands-on training, provide local solar professionals and entrepreneurs with the expertise to scale up their business and address the growing demand for rooftop solar.





Since the pilot implementation, the NEA Solar Training Program has successfully enrolled a total of 314 learners, with 93.44% coming from outside Metro Manila, showcasing the program's reach and impact beyond the city. The program has successfully trained and equipped 128 students, professionals, and entrepreneurs, achieving an above-average training completion rate of 45.06%, surpassing industry standards for online courses and MOOCs. Our commitment to education is further exemplified by producing 12 NEA graduates who passed the TESDA NC II Certification in Solar PV Systems Installation.



Through regular checkpoints, close monitoring of learner progress, and course completion certificates, NEA ensures continuous improvement and learner engagement. The program emphasizes hands-on learning through practical training sessions and checkpoints. NEA has conducted 4 checkpoints and 2 hands-on training sessions throughout the grant period. The program has made significant enhancements to its learning management system, migrating twice to provide a more intuitive and seamless learning experience.

Aligning with TESDA National Competency standards, NEA offers comprehensive learning pathways in Solar Installation NC II and Solar Design & Servicing NC III, while the specialized SolarPro Certification program, in collaboration with VocTech Academy, equips learners with comprehensive training in solar installation and TESDA NCII certification. NEA's tailored training package for Engineering schools addresses the unique educational needs of engineering students.

Effective social media campaigns on Facebook and LinkedIn have resulted in a growing online presence, with 690 followers, 51 inquiries, and 12 new enrollments within the first two months. Additionally, the program has established strategic partnerships with three training partners, one national certification partner, and three pipeline partners, expanding their network and enriching the learning experience.



# Media

Solar Citizens appeared in 210 unique media stories in the past year (up 40% from previous year), and over 1,028 syndications.





# Social Media

The audience tuning into Solar Citizens' social media channels continue to stay actively engaged, and audience growth has continued to increase. In the 2022-2023 financial year Solar Citizens' Facebook Page had 356 new likes, adding to the total of 26,853 page fans. The reach on Facebook increased by 1.9% compared to the previous year, with a total reach of 1,395,864 Facebook users.

Some of the top performing organic Facebook posts included:



# Financial Statement

## 100% RENEWABLE COMMUNITY CAMPAIGN ASSOCIATION INCORPORATED T/A SOLAR CITIZENS

A.B.N. 13 753 514 032

### STATEMENT OF FINANCIAL POSITION AS AT 30TH JUNE 2023

	Note	2023 \$	2022 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	2	1,146,850	820,794
Accounts receivables	3	4,156	8,828
GST receivable		3,108	7,274
Bonds		-	5,750
Prepayments		-	17,296
<b>Total current assets</b>		<u>1,154,114</u>	<u>859,942</u>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	4	<u>3,094</u>	<u>-</u>
<b>Total non-current assets</b>		<u>3,094</u>	<u>-</u>
<b>Total assets</b>		<u>1,157,208</u>	<u>859,942</u>
<b>CURRENT LIABILITIES</b>			
Accounts payable		21,834	5,850
Accruals		29,780	8,736
Income received in advance		-	10,000
PAYG withholdings payable		-	16,288
Provisions - Annual Leave		<u>14,089</u>	<u>14,483</u>
<b>Total current liabilities</b>		<u>65,703</u>	<u>55,357</u>
<b>Total liabilities</b>		<u>65,703</u>	<u>55,357</u>
<b>Net assets</b>		<u>1,091,505</u>	<u>804,585</u>
<b>EQUITY</b>			
Accumulated surpluses		<u>1,091,505</u>	<u>804,585</u>
<b>TOTAL EQUITY</b>		<u>1,091,505</u>	<u>804,585</u>

The accompanying notes form part of these financial statements

# Financial Statement

## 100% RENEWABLE COMMUNITY CAMPAIGN ASSOCIATION INCORPORATED T/A SOLAR CITIZENS

A.B.N. 13 753 514 032

### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2023

	2023	2022
	\$	
<b>Income</b>		
Grants and large donations	1,130,517	890,000
Appeals and small donations	94,954	155,590
Merchandise sales	78	-
Other revenue and interest	4,322	16,876
<b>TOTAL INCOME</b>	<b>1,229,871</b>	<b>1,062,466</b>
<b>OPERATING EXPENSES</b>		
Audit and accounting fees	9,400	16,756
Bank and merchant charges	2,988	4,863
Communications, media and advertising	80,527	99,682
Contractors and consultants	84,285	238,415
CRM costs	14,331	11,947
Depreciation	377	-
Donations paid	4,111	5,026
Events	17,091	4,411
General expenses	958	1,129
HR expenses	840	1,218
Insurance	2,823	3,060
Interest Charges (ATO)	1,405	-
Office expenses, printing and stationery	2,061	3,441
Office equipment	1,270	-
Other employee expenses	(5)	174
Postage, freight and couriers	37	2,654
Rent	13,693	12,145
Subscriptions and memberships	16,010	9,715
Superannuation	59,693	48,368
Telephone and internet	2,979	2,602
Training and workshop expenses	12,262	3,596
Travel - Campaign	36,562	6,972
Wages and salaries	578,746	486,429
Website and video expenses	507	7,178
<b>Total expenses</b>	<b>942,951</b>	<b>969,781</b>
<b>Surplus/(deficit) for the year</b>	<b>286,920</b>	<b>92,685</b>
Other comprehensive income	-	-
<b>Total comprehensive profit/(loss) attributable to the members of the association</b>	<b>286,920</b>	<b>92,685</b>

The accompanying notes form part of these financial statements



# Thank you

100% Renewable is supported in our work by strong partnerships with peer organisations, contributions of time from hundreds of volunteers, with growth from 150,000 to over 186,000 supporters around the country in 2022 - 2023. Generous financial support comes from a broad range of individuals and foundations.

We would like to thank the Boundless Earth, Australian Ethical Foundation, Graeme Wood Foundation, ACME Foundation, Green Energy Trading, Diversicon Foundation, Pace Foundation, Just World, Mullum Trust, S M Robinson, Barry Crisp and Joan Staples, M Maher, S Pfeiffer, the Morris Family Foundation, and Climate Action Network Australian, for donations they have made to the community campaign work of the past 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 past 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 Jan McNicol, Meredith Baxter, Janet Dearden, John Price, John Gardner, Fergus FitzGerald, Terry Vertiga, Steve Fuller, Thanasis Avramis, Peter Youll, Gerald Lynch, Andrew Stock, George Auchterlonie, Felix MacNeill, Dave Hetherington, Nigel Treloar, Jennifer Cole, Linda Davis, Mark Leggett, Genevieve Gray, Margaret Mccahon, Janette Asche, James Knox, Matthew Henley, Kim Chatterjee, Supriya Perera, Patrick Young, Wayne Moore, Carol Khan Nicholls, Janet Hohnen, Thomas Snow, David Waterworth, Simon Bourne, Sue Cooke, Bruce Cooke, Stephen Kimber, Liette Boisvert, Gary Crighton, Marcus Billing, Warren Fraser, Jo Fraser, Stephen Kerr, John Nightingale, Will Booth, John Poxon, David Kellett, Patrick Glynn, Paul Casbolt, Lyndon Hawkes, Bruce Mann, Jennifer Greenwood, Mark Vollmer, Greg Paulsen, Gerard Hope, Ken Carse, Jane O'Sullivan, and Peter Horsley.

Special thanks also goes out to our board who helped steer our financial and strategic direction over this year: Chair Kristen Lyons, Treasurer Max Shipton, Secretary Clara Mazzone, Mark Capps, Ellen Roberts, Hema Raman, Ric Brazzale, Stephen Pfeiffer, Nosheen Mogadam; with Ric Brazale stepping in as interim Treasurer for most of the year until we welcomed as De-Yan Wong our new Treasurer. We also warmly welcomed Geneveive Kelly as Chair, and Nosheen Mogadam as Secretary.

Thanks to our team of staff who have worked for us for the last year Valentina Olivares Fredes, Peizhi Zhang, Oliver Woodley, Stephanie Gray, Hannah Mitchell, Kanchana Pathirana, Ajaya Haikerwal, Ben Lever, Joel Pringle, Rafael Branton, and Heidi Lee Douglas. Thank you to our Max Shipton for his contributions to our accounting, and to financial forecaster Lisa Lewin and bookkeeper Jess Roberts.

We would like to recognise the efforts of every individual who was involved in the combined work of 100% Renewable 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.









# Case Study: Climate Giving

By Solar Citizens Supporter and Steering Committee member Stephen Pfeiffer

Philanthropy supports a wide range of charities, NGOs and special interest groups, picking up the slack when public services are underfunded, strengthening the voice of communities, and funding important early stage projects and initiatives that involve higher levels of risk than governments and corporations are comfortable with.

In 2022, Australians gave about \$13 billion in donations and bequests to support important causes such as disaster relief, education, health and medical research, nature conservation, overseas aid, poverty and disadvantage, religious institutions and social services.

However, less than 2% of this goes towards solving the climate crisis, the greatest challenge facing humanity and the world's biodiversity. This includes the pivotal work done by Solar Citizens to help transition Australia to a clean energy future by electrifying homes and vehicles and advocating for greater access to renewable energy for all communities.

“Everything non-profits and foundations have achieved and everything we hope to do has been possible only because we could assume a relatively stable physical and social environment. ... Any grant maker who just chugs along on these same issues without addressing climate is, truly, fiddling while the world burns — particularly given the certainty that whatever short-term progress is made through these efforts will be lost if climate change continues unchecked”

Larry Kramer, president of the Hewlett Foundation, former Dean of Stanford Law School, “Philanthropy must stop fiddling while the world burns”, Jan 2020

According to Philanthropy Australia's [Blueprint to Grow Structured Giving report](#), over the next ten years, Australia is expected to see an unprecedented \$1.1 trillion intergenerational wealth transfer take place. Over the next twenty years, this wealth transfer will increase to a staggering \$2.6 trillion. Younger generations have shown to be more concerned by climate change, so there's a good chance we'll see increases in funding towards climate action and advocacy. This means there are incredible opportunities for organisations like Solar Citizens to help accelerate Australia's clean-energy transition to become a renewables superpower.

This is why I'm so excited to be a passionate donor of Solar Citizens and to have joined its Board of Directors in 2022/203, supporting the organisation to grow, helping to unlock the transformational potential of Australia's funders. Won't you join me by becoming a supporter and doing your bit to help usher in a new era of prosperity for the country with a safer climate, thriving biodiversity, more efficient systems, healthier communities and a more liveable world for us and for future generations.

"Every philanthropic dollar spent today will make a bigger impact to a safe climate than ten dollars spent a decade from now. We are now in a critical moment where well-funded strategic work can deliver real breakthroughs for climate policy, litigation, and action"

Anna Rose, Environmental Leadership Australia CEO, [2021 Groundswell Report](#)

### **About Stephen:**

Stephen worked in education for 12 years, first as a high school history and English teacher then later in university student services before shifting his career focus to climate change. Over the past 2.5 years he has been working full-time on developing a climate and environment focused giving strategy, prioritising transformative core-funding to strategically selected, high-impact organisations through his sub-fund, SPF 100. Stephen is now wanting to explore ways to increase philanthropic funding in Australia towards climate and the environment from the current 2% of all charitable donations.

**When you donate to Solar Citizens, you're supporting an organisation dedicated to growing and protecting renewable energy and clean transport in Australia.**



## Donating to Solar Citizens

We are completely independent and do not accept any government money. Instead, we rely on the generosity of supporters like you to power our work. Every dollar you donate goes towards campaigning for a brighter future for all Australians, powered by clean energy from the sun.

All donations over \$2 are tax deductible. If you'd like to make a tax deductible donation to Solar Citizens by bank transfer, you can do so to the following account:

**Account Name:** 100% Renewable Community Campaign Public Fund

**Bank Name:** Bendigo Bank

**Branch (BSB) Number:** 633-000

**Account Number:** 149755969

Once you have made your transfer please send us a short email at [info@solarcitizens.org.au](mailto:info@solarcitizens.org.au) letting us know you have made your transfer and we will send your receipt to you.

NOTE: Solar Citizens Australia is the trading name of 100% Renewable Community Campaign, ABN 13 753 514 032.



# How to Leave a Legacy Gift

Solar Citizens relies on the generosity of supporters like you to power our work. Leaving a legacy gift in your will, also known as a bequest, will ensure we can continue our vital work for years to come.

Solar Citizens was started with the understanding that if the millions of solar owners and supporters in Australia stand together, we can be powerful. We are amplifying the voices of those who can benefit from renewable energy and clean transport: from solar owners and electric vehicle drivers, to regional communities. Your gift provides Solar Citizens the ability to make long term plans to tell the positive story of clean energy and transport, build power in communities, and influence Australian governments to bring about a transition to 100% renewable energy.

To leave a legacy gift for a renewable energy future, provide your solicitor with our ABN 13753514032 and legal name 100% RENEWABLE COMMUNITY CAMPAIGN.

Below is suggested wording for your will but it is important that you involve a legal professional to draw up the will for you:

*"I bequeath [the residue] OR [insert percentage]% OR [insert specific amount or gift] of my estate to 100% Renewable Community Campaign (ABN 13753514032) of Level 1 377 Montague Road West End, Brisbane, Queensland 4101 for purposes that it shall determine, and this bequest will be free from all duties. The receipt of this bequest by any authorised officer of 100% Renewable Community Campaign or a successor organisation shall form valid discharge to my executor."*

Please let us know if you are interested in, or have taken steps to leave a legacy gift to Solar Citizens in your will. By sharing this information with us you enable Solar Citizens to plan for the future and thank you properly.

For more information, email [info@solarcitizens.org.au](mailto:info@solarcitizens.org.au) or call +61 458503058 for a confidential discussion.



**SolarCitizens**

For a sun-powered future

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