



2025 Annual Report





RE-Alliance pays respect to First Nations peoples and their Elders past and present, who, for thousands of generations, have cared for Country and sustained the world's oldest living culture. We acknowledge sovereignty was never ceded. We commit to working alongside First Nations peoples to achieve a just energy shift.

Contents

A message from our National Director	2
About RE-Alliance	4
Goal 1: Listening and capacity building	
Our community engagement	6
Regional Leaders Summit	8
Local Energy Hubs	10
Regional leaders profile: Louise Halsey	12
Goal 2: Shaping government policies and industry practices	
Our advocacy and engagement	14
Retirement age renewables	16
Research activities	18
Regional leaders profile: Vin Fordham Lamont	19
Goal 3: Shifting the narrative	
Renewables done right	22
Media	24
Regional leaders profile: Tracey Richards	26
Goal 4: Securing sustainable funding	
Thank you	29
Our people	30
What's next	32

Message from our National Director

Australia is in the thick of shifting its power system from one fuelled primarily by fossil fuels to a mix of renewable energy technologies and storage. Regional and rural communities are at the centre of this change, which is why we exist: to ensure this shift to renewable energy happens responsibly and rapidly, and actively contributes to the strength of our regions.

In the past year, we've been through one federal, two territory and three state elections. How and where we produce and distribute energy was an issue in each of these, especially during the protracted federal campaign.

The long lead up to the federal election set a difficult tone across the country. Energy was used as a political football to create uncertainty for regional communities trying to plan for the future, when the job is already complex enough.

Working with communities where renewable energy projects and transmission are being built for more than a decade, RE-Alliance was in a strong position to highlight in pre-election media just how unpopular nuclear power was in renewable energy regions through independent polling results. This was an important and timely intervention.

Our collaborative call for Local Energy Hubs in renewable energy zones across the country received more and more backing, as a range of regional candidates pledged to advocate for their delivery if elected.

At a state level, our work on the ground was needed more than ever.

As the Queensland Government swiftly cancelled a previously approved wind project shortly after their election, we were able to work closely with one of the local landholders to write a powerful opinion piece for the Courier-Mail on the human cost of these decisions.

In Western Australia we assisted a number of local councils as they grappled with the challenges of renewable energy developments for the first time.

In New South Wales, Victoria and Tasmania we were able to ensure that the voices of our networks in these states were elevated in government policy processes to improve community benefit sharing.

We created eight short film case studies under the project 'Renewables done right', that were widely shared across social media and regional television. These are real stories of farmers who are living and working alongside renewable energy and transmission projects. The ways in which they are benefitting from these projects continue to counter increasing misinformation, particularly on social media.

Our growing database of lived experience is not an advertisement for the renewable energy industry or a mouthpiece for government goals – rather, these films provide a voice for regional Australians to share their stories of renewables done right.

Over the past year we have continued to support our regions in the enormous role they can play to lead Australia's shift to renewable energy, through the growth of our Regional Leaders Network. Leaders from across the country learn from each other through monthly sessions facilitated by RE-Alliance. The significance of this work was on full display at our inaugural Regional Leaders Summit. It was an Australian-first summit about renewables in the regions, for regional people. I'm proud that RE-Alliance leads this impactful work.

We leant into key issues this year, one of the most significant of which was our work on retirement age renewables. It was an extraordinary amount of research, work and stakeholder collaboration to produce our Framework for Action, which identifies changes needed by government and industry to ensure we do renewables retirement well. Essential to this work was collaboratively developing a toolkit for landholders and communities, to provide information that is so desperately needed about complex topics like this one.

We continued to consult First Nations representatives to ensure our policy positions strengthen the case for just outcomes in the clean energy shift for First Nations people.

Our new, three-year strategic plan to 2027 guides our work, and this year's annual report examines how we're travelling against our core goals.

With a clear federal mandate but a complex ecosystem of differing state climate and energy policies in play, the unique and talented skillset across our operational team and Board of Directors has never been needed more. We are immensely proud of our achievements across the past year and remain energised to continue our work with regional communities across the country in the shift to renewable energy.



Andrew Bray

Andrew Bray
National Director, RE-Alliance

About RE-Alliance

Our vision

A responsible and rapid shift to renewable energy in Australia that actively contributes to the strength and resilience of our regions.

Who we are

The Renewable Energy Alliance, or RE-Alliance, is working to deliver a responsible and rapid shift to renewable energy that actively contributes to the strength of our regions.

We listen to and build the capacity of rural and regional Australians to lead the shift to renewables in their communities. We elevate stories to show how people in renewable energy regions are ensuring projects deliver local benefits. And we work tirelessly to ensure that rural and regional voices are at the centre of our advocacy with governments and industry.

We are an independent not-for-profit organisation operating across Australia, with more than a decade of experience working with regional communities navigating all forms of renewable energy, transmission and storage. We play a unique role in Australia's energy sector and are recognised for our leading work with communities to help them get the most out of the shift to clean energy in their regions.

Why we exist

Renewable energy is key to Australia maintaining a reliable energy supply and avoiding the worst impacts of climate change. We need to shift our energy supply from one dominated by fossil fuel generation to renewable sources.

State and federal governments have designated more than 35 renewable energy zones in rural and regional areas across five states, which will host hundreds of new wind and solar farms, hydro projects, batteries and the transmission infrastructure needed to connect them.

With 60% of our electricity expected to be generated by renewable sources by 2028, our work has never been more important.

Australia's energy shift isn't just important – it's essential for the nation's future. And for it to succeed, the rural and regional communities asked to host this infrastructure need to steer the change, with adequate support and resources to do so.

Our approach

At RE-Alliance, we assist communities with the tools and information they need to come together with industry and government to shape a fair and inclusive energy shift.

The next few years are crucial to maintain the momentum of renewable energy development. Our [Strategic Plan for 2025-2027](#) sets out our pathway for how we work during this period, what we focus on and how we keep regional communities at the heart of this journey.

Our efforts are centred around four key goals:



GOAL 1: Listen to and build the capacity of regional communities to lead the shift to renewable energy



GOAL 2: Influence government policies and industry practices to ensure a fair and sustainable shift to renewable energy with a focus on regional communities



GOAL 3: Shift the narrative on renewables across regional Australia to focus on solutions and opportunity

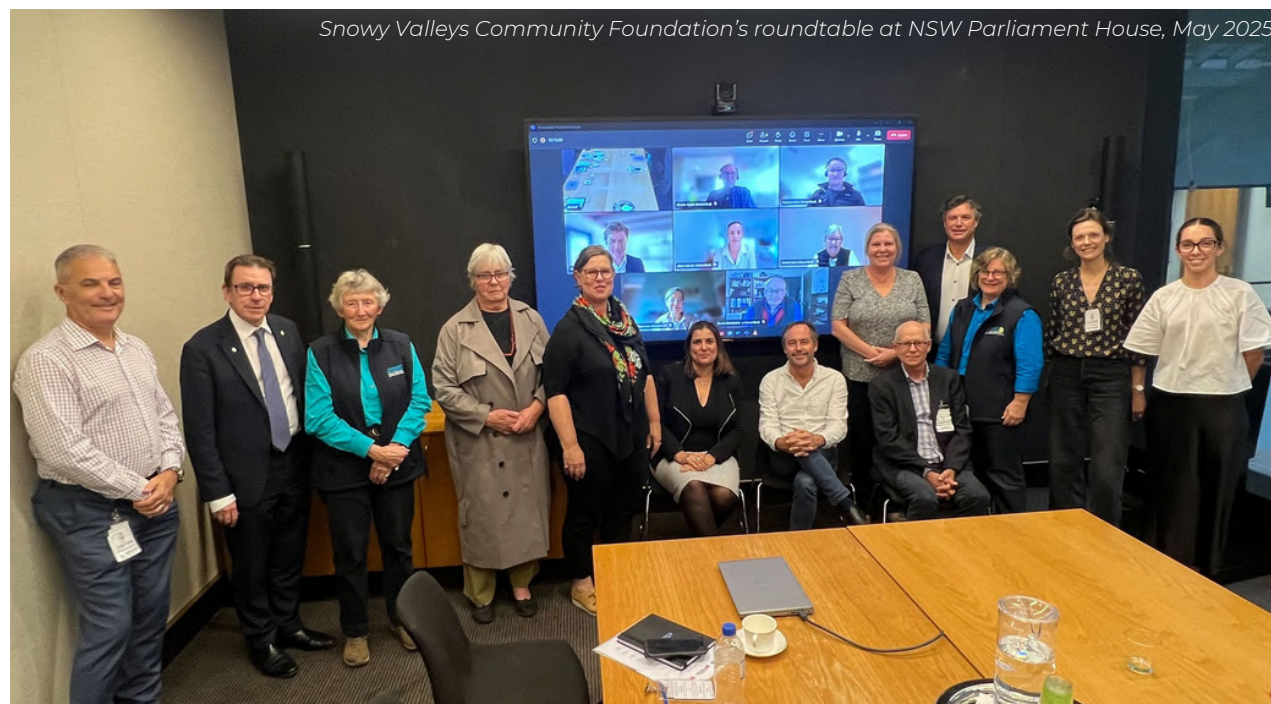


GOAL 4: Secure a diversified and sustainable funding base to support our vision and ensure long-term impact

While rural and regional communities are our core focus, we also support broader initiatives to ensure Australia's shift to renewable energy is community-led, sustainable and responsible. We partner with civil society, farmers, environment groups, First Nations groups, and local, state and federal governments to safeguard our natural and cultural heritage, protect biodiversity, and address regulatory gaps.



GOAL 1: LISTEN TO AND BUILD THE CAPACITY OF REGIONAL COMMUNITIES TO LEAD THE SHIFT TO RENEWABLE ENERGY



Snowy Valleys Community Foundation's roundtable at NSW Parliament House, May 2025

Our community engagement

Our community engagement team live and work across rural and regional Australia. We work to equip regional community leaders to navigate the transition to renewable energy. We have our ear to the ground and deeply understand emerging regional issues.

Our local presence underpins the policy and advocacy work of our entire organisation, and helps ground broader advocacy across the climate and energy sectors. The trust we foster within our regional networks underpins our communications and media engagement.

In the last year, in **New South Wales**, dynamic workshops with councils in the South-West Renewable Energy Zone have fostered unity, as councils collaborate to fully realise strategic opportunities across the region. In **Victoria**, we've responded to the needs of renewable energy farmers by providing information and facilitating peer-support in what can be an incredibly isolating role.



QLD Community Engagement Manager Tom Dixon (second from L) on visit to Stanwell Power Station, August 2025



NSW Community Engagement Manager Mark Squires and Wellington merino wool grower Tony Inder at Narrabri Energy Expo, March 2025

In **Queensland**, our work has felt more important than ever against the backdrop of a tumultuous energy policy environment. We were proud to partner with Queensland Conservation Council and the Darling Downs Environment Council to organise the 'Shaping Renewables on the Downs Forum' in Toowoomba. **This forum was a standout example of the role we play on the ground in key regions – building capacity of local partners to advocate for a responsible clean energy shift to their own communities.** Over 120 community, industry and government participants came together to discuss the key challenges and opportunities associated with renewables roll-out in the region. We released a report summarising the discussion's themes, which we are using to drive further engagement with Queensland political leaders.

Over the course of the year we steadily grew our Regional Leaders Network – a national group of wonderful rural and regional leaders working inside and alongside local government to support their communities in the transition to renewables. The network meets monthly to deepen relationships, learn from people across the country and explore shared challenges and opportunities in detail, such as housing construction workforces, regional community benefit sharing and local skills development.



Shaping Renewables on the Downs Forum, March 2025



Regional Leaders Summit

In early August 2025, we hosted Australia's first ever Regional Leaders Summit for rural and regional leaders at the forefront of the shift to renewables.

More than 90 rural and regional leaders from across six states met in Newcastle NSW. From local government, regional development, First Nations organisations and community groups, they came to learn from each other about leading their communities through significant large-scale renewable energy planning and development.

The program was largely participant-led, with a mix of practical workshops, case studies and open discussions, coupled with a number of presentations from experts. Attendees shared experiences of everything from community benefit sharing models, housing and First Nations ownership and engagement, to training and workforce solutions, renewables and nature, and decommissioning.

Leaders were reminded that they're not alone in the shift to renewable energy and of the power of working together to strengthen outcomes at the local level.

There was an undeniable drive to transform the uncertainty about renewables in our regions into action to realise the best outcomes for our communities.



However, it wasn't always easy. Participants went deep on the challenges, and expressed frustration, exhaustion and overwhelm amongst it all. This is difficult work. Regional leaders expressed significant gaps in capacity across local government and community organisations to appropriately manage the local energy shift, highlighted gaps in "who's responsible" to lead key infrastructure upgrades needed to enable the renewables build, and emphasised a need for regions to be supported if Australia's energy shift is to succeed.

Thank you to our colleagues at the Australian Local Government Association, Community Power Agency, Foundation for Rural & Regional Renewal, ProjectsJSA, Regional Australia Institute and The Next Economy who helped make this Summit truly exceptional.



We are deeply grateful to everyone who attended and so generously shared their experiences and perspectives. A huge number of rural and regional leaders could not have attended without the financial support from the Clean Energy Council, Essential Energy, PoweringWA, TasNetworks and VicGrid to get them to Newcastle.

To capture the essence of the Summit and document key takeaways to carry forward, we developed a report, 'Themes and messages from the inaugural Regional Leaders Summit 2025', which we also unpacked at a post-event webinar.

There is such an appetite from rural and regional leaders to continue working together. So, we'll be back with another Regional Leaders Summit in 2026.



Local Energy Hubs

Our Local Energy Hubs campaign, run in coalition with our friends at Community Power Agency and Yes 2 Renewables, entered its second year. The campaign calls for the Federal Government to fund a network of Local Energy Hubs across the country: outreach centres that would provide vital information and support to communities on all aspects of Australia's shift to renewable energy – from household electrification, to community energy projects, to large scale renewable energy zones and transmission projects.

The campaign has continued to go from strength to strength.

In November 2024, Local Energy Hubs made it to Parliament House. A delegation of regional leaders – including farmers, retired coal workers and local government representatives – travelled to Canberra to explain why Local Energy Hubs are urgently needed in their communities. The group briefed MPs and Senators at an event hosted by the Federal Member for Hunter, Dan Repacholi MP and the Federal Member for Indi, Helen Haines MP. We're so grateful to regional leaders Sally Hunter, Darryl Best and David Clark, and industry voice Matthew Parton, for sharing their powerful experiences.

Federal Climate Change and Energy Minister, Chris Bowen, has publicly acknowledged his support for the concept, and confirmed that Hubs are being actively considered as part of the government's response to community concerns about engagement on renewables projects.

In April, we supported members of Good for the Gong to turn an empty shop front in Wollongong into a pop-up Local Energy Hub, to demonstrate how they could work for the Illawarra region.

As the federal election approached, it was a prime opportunity to put the pressure on. The release of the federal budget in March was a missed opportunity for funding. However, our advocacy ensured Local Energy Hubs emerged as an election issue, with eight candidates publicly supporting Hubs as part of their policy platforms.

Over the past year, more and more voices have joined the chorus calling for Local Energy Hubs. From big industry bodies like the Smart Energy Council and Clean Energy Council backing the call, seeing the role for Hubs in bringing industry and community stakeholders together to solve local challenges, to individual community members sending letters to the editor in their local papers in the Illawarra, Port Stephens, Tumut and the NSW South Coast.

This culminated in more than 65 organisations issuing an open letter to Energy Minister Chris Bowen in August, urging the Federal Government to fund Local Energy Hubs. From community groups to peak environment and industry bodies, the signatories are united in their call for a practical solution for adequate information and support in renewable energy regions.

Hubs have continued to feature regularly in the media, and are a positive, practical solution to raise in conversations that are often centred on problems. We were particularly pleased to get this article in the ABC in April, 'Plea for local energy hub funding to grow community trust in renewables', featuring regional leaders from the Hunter in NSW, south-west Victoria and north-west Tasmania speaking to the need for Local Energy Hubs in their communities.

We continue to keep the pressure up and discussions with the Federal Government are ongoing.



Delegation to Parliament House. From L to R: Matthew Parton, Senator David Pocock, Dan Repacholi MP, Sally Hunter, Darryl Best, Andrew Bray, Senator Tammy Tyrrell, David Clark, Sharon Claydon MP, Helen Haines MP.



Claudia Hodge (Community Power Agency) and Anna Mackiewicz (Friends of the Earth) at the Local Energy pop-up in Wollongong, April 2025

Spotlight on regional leaders:

Louise Halsey



Louise Halsey is the Chair of the Community Foundation for Snowy Valleys Region. She is passionate about advocating for the best possible renewable energy outcomes for her community.

The Community Foundation's communities stretch from the Tumut and Murrumbidgee Rivers in New South Wales to the Murray River on the Victorian border. Louise lives near Tumut, and says the unique geography of the region deeply influences her life.

Louise began her career as a trained nurse, before transitioning to professional painting and decorating. She received a Churchill Fellowship in community-based heritage conservation, the expertise from which she used to mentor local trades.

The region's renewable energy shift began in the 1950s, with the Snowy Mountains Hydro-Electric Scheme. Today, Snowy 2.0 is under construction and the Humelink transmission project to link Snowy to the grid has also started construction – but Louise says the community has only recently recognised the full scale of the impact.

“The board of the Community Foundation saw it as our role in some small way to educate ourselves, to enable the Foundation to help our diverse communities over this period of significant change.”

Louise connected with RE-Alliance in November 2024, and says the collaboration has “reinforced and contributed meaningfully to the progress of our Community Foundation in a short timeframe.”

In May, the Foundation organised a roundtable meeting with assistance from RE-Alliance, bringing together representatives from the renewable energy sector at Sydney's Parliament House. The local member Dr. Joe McGirr hosted and the meeting included local MPs, ministerial advisors, Community Foundation representatives and more, to discuss future opportunities for the Snowy communities.

In August, Louise attended the Regional Leaders Summit with colleague Diana Palmer. She said the significance of the Summit cannot be overstated: “Gathering people from across the country, all united by a shared commitment to their communities, was extraordinary.”

“RE-Alliance has been instrumental in helping the Community Foundation navigate the renewables landscape as we advocate for the best possible renewable energy outcomes, not only for our local community, but also on a state and even national level.”



Transmission line near Tumut NSW



GOAL 2: INFLUENCE GOVERNMENT POLICIES AND INDUSTRY PRACTICES TO ENSURE A FAIR AND SUSTAINABLE SHIFT TO RENEWABLE ENERGY WITH A FOCUS ON REGIONAL COMMUNITIES

Our advocacy and engagement

RE-Alliance's focus in working with industry and governments is to ensure that rural and regional voices are brought to the centre of policy and decision-making around the shift to renewable energy.

This year, we participated in a range of state and federal consultations, advisory bodies, and collaborations. These efforts complemented our community engagement team's work to understand and reflect the views of local leaders and communities.

Reports

We authored and released two highly impactful reports:

- A comprehensive framework for action for industry and government on Retirement age renewables, and
- A toolkit for landholders and communities: 'Refurbishment, Repowering or Retirement. What happens when renewables approach end of life?'

Public submissions

We made 13 submissions to government policy consultations, energy market agency consultations and parliamentary inquiries on renewable energy and transmission.

- Eight submissions to state legislation, policy and program consultations across QLD, NSW, VIC and TAS
- Four submissions to parliamentary inquiries
- One submission to a Federal Government consultation

External presentations

We presented and joined panel discussions at 16 conferences and forums. Our goal was to bring rural and regional perspectives into broader conversations on energy and climate. Highlights include the Australian Clean Energy Summit, Better Futures Forum, Regional Development Australia National Forum, the Smart Energy Council EXPO and the Responsible Battery Energy Storage Development Summit.



Andrew Bray at the Better Futures Forum, September 2024. Image credit: Gabrielle Conolly.

Representation on advisory bodies and reference groups

- Department of Climate Change, Energy, the Environment and Water – Developer Rating Scheme – Stakeholder Reference Group
- NSW Department of Climate Change, Energy, the Environment and Water – Biodiversity Offsets Scheme – Stakeholder Reference Group
- Western Victoria Regional Energy Advisory Panel
- Global Initiative for Nature, Grids & Renewables – Linear Infrastructure Working Group
- Queensland Renewable Energy Council + Energy Charter Queensland Developer Code working group (2024-25)

Industry engagement

- Energy Charter – community outcomes group, Social Licence Community of Practice
- Clean Energy Council – Community engagement and social licence working group

Civil society engagement

Being involved in civil society working groups helps us collaborate with others for greater impact. This year we were part of:

- Energy and environment working groups hosted by Climate Action Network Australia, Queensland Conservation Council and Nature Conservation Council NSW
- First Nations Clean Energy Network – policy working group
- Transmission Alliance working group – facilitated by RE-Alliance



Lu Allan at the public hearing on impact of Renewable Energy Zones on rural and regional communities and industries in NSW, May 2025



Bridget Ryan at the Regional Development Forum at Australia Wind Energy, July 2025



Andrew Bray at the State of Energy Research Conference, July 2025

Retirement age renewables

What happens when renewable energy projects come to the end of their life? It's one of the most common questions we're asked in our work with renewable energy regions – and it's a critical issue.

Some of Australia's earliest renewable energy projects are approaching retirement age, with more set to follow in the coming years. With more than 40% of our national electricity market already powered by renewable sources, it's an important moment for us to consider how we manage the next chapter of renewables development.

That's why we decided to do a deep dive into the current landscape of Australian renewables retirement this year, culminating in the report 'Retirement age renewables – delivering for Australian communities'.

It pulls disparate pieces of information together, articulates the current status of renewable energy retirements around the country, explains the role of private agreements and summarises the status of planning rules in place today.

Doing this work also highlighted gaps and opportunities that industry and governments have time to address. These include making it easier to refurbish and repower projects, developing consistent financial assurance arrangements and options for landholders, investing in recycling industry and end-market development, and establishing national, mandated product stewardship requirements.

This formed our Framework for Action, which highlights the work that needs to be done to ensure we have appropriate management systems in place as projects reach retirement age. We have the time and capability to do renewables retirement well – but we need to start doing the work now.

The other crucial part of this work is ensuring that these conversations and information are accessible to communities. Topics like decommissioning and recycling of renewables are complex, and in our research for this project we found that getting clear information was almost impossible. This information gap has created space for the spread of misinformation, which is negatively impacting landholders and communities.

So, we partnered with Production Group to create a short film featuring Bango Wind Farm landholder Tom Gunthorpe, sharing how he was part of a group who negotiated a decommissioning fund.

Then, we partnered with communications agency Fireside to bring to life a toolkit that landholders, communities and local councils can use as a resource. 'Refurbishment, repowering or retirement. What happens when renewables approach end of life?' provides jargon-free, factual information on what happens when renewable energy projects reach retirement age.

The toolkit clearly explains the options when wind, solar and battery projects reach retirement, the rights and protections that exist for landholders, how recyclable renewable energy materials are, and more. It also includes an action checklist, which helps landholders and communities navigate the retirement process for projects.

The response to and impact of this work has already been immense.

To share this work with our networks, we hosted two webinars, one with industry and government stakeholders, and one with civil society and community stakeholders, attended by more than 180 people. We also shared this information with community leaders in a session at our Regional Leaders Summit.

We've had many requests from renewable energy developers and non-profit groups to print the toolkit to use as a resource, and key organisations including the Climate Council and First Nations Clean Energy Network have created their own resources from this information.

We also took this conversation into the regions, generating plenty of regional radio and TV media coverage, notably featuring Tom Gunthorpe and prospective landholder Craig Henderson from the Wimmera Southern Mallee, speaking to the usefulness of the toolkit.

Looking forward, we'll continue to work with and advocate to industry and government to get the settings right to do renewables retirement well, and we'll share the toolkit as far and wide as possible to equip communities across the country.



Landholder Tom Gunthorpe at Bango Wind Farm



Flyers Creek Wind Farm. Image credit: Iberdrola



First NSW renewable energy planning workshop in Batlow, September 2025

Research activities

Our research aims to fill important and emerging information gaps that we identify in our work with rural and regional communities. This year, we received funding to progress a number of research projects and worked on prioritising research needs, with board sponsor and energy law specialist, Dr Madeline Taylor.

Across the year we completed or progressed the following projects:

- Retirement age renewables report and toolkit
- Workforce accommodation and local housing case studies
- 'From Social License to Social Contract – Formalising Community Benefits in the NSW Net Zero Transition', supporting Charles Sturt University and Macquarie University under a grant from the Australian Public Policy Institute
- 'Just transmission: advancing coherence in Australia's electricity policy,' an Australian Research Council Discovery Grant research project, on which RE-Alliance has an advisory role

We also pursued research funding in partnership with academic organisations in relation to regional and rural participation in the shift to renewables and electrification.

Alongside these activities and funding applications, we worked on establishing a research committee and creating a database of experts we can draw on to inform our work.

If you are interested in financially supporting or providing expert input into our future research work, please get in touch with our Acting Policy and Research Director Dr Megan Kessler at megan@re-alliance.org.au.

Spotlight on regional leaders: Vin Fordham Lamont



Vin Fordham Lamont is the Chief Executive Officer at the Shire of West Arthur WA. He is a member of our Regional Leaders Network and attended the Regional Leaders Summit.

Vin grew up on a farm in the Great Southern region of Western Australia, and currently lives in the small town of Darkan.

He has been the CEO at the Shire of West Arthur for over 3.5 years, having spent another 10 years in other small rural local governments across WA. He is a graduate of the Australian Institute of Company Directors and holds a Graduate Certificate in Management. Prior to local government, Vin has worked in the banking industry and with the Department of Conservation and Land Management, with many of his roles involving land and property in one form or another.

The Shire of West Arthur is the most south westerly local government in the Wheatbelt, and is unique in that it borders seven other local governments. In the shire, the renewable energy shift is still in its early stages but gaining momentum. "We're seeing strong community interest by landholders in wind farm solutions, and there's now talk of solar and battery projects."

"Our focus is on ensuring that development aligns with local values, delivers tangible benefits and supports long-term sustainability for our shire and community."

Vin has been a member of the Regional Leaders Network since the beginning of 2025, and attended the Regional Leaders Summit in Newcastle.

"The Summit was invaluable for building connections with other regional leaders and gaining practical insights into managing renewable energy projects in rural communities. It provided a platform to share experiences, learn best practices and strengthen collaboration to ensure the energy transition delivers real benefits for our community."

He says that working with RE-Alliance has been highly valuable in providing access to expert knowledge, practical tools and a strong network of peers.

"RE-Alliance's support has helped us navigate the complexities of renewable energy development and ensure community voices are heard. This relationship has strengthened our ability to plan for a transition that delivers real benefits to our community."





GOAL 3: SHIFT THE NARRATIVE ON RENEWABLES ACROSS REGIONAL AUSTRALIA TO FOCUS ON SOLUTIONS AND OPPORTUNITY



Filming with landholder Lindsay Marriott in Gippsland, October 2024



Filming with landholder Lee Kingma in Tumut, December 2024

Renewables done right

Over the course of 2024, we commissioned a deep qualitative and quantitative research project into rural and regional attitudes to the renewable energy shift.

That gave us the evidence base we needed to back in what we've been uncovering in our work for more than a decade: communities at the heart of the energy shift are crying out for information that is relevant to their lived experience. People want to hear real stories, from people like them, about how they are navigating the shift to renewables.

So, we set out with the brilliant team at Production Group to create '**Renewables done right**', a collection of short film case studies where rural and regional Australians share their experiences of living with renewable energy.

The series tells a variety of stories, from the impact of community benefits on small towns, to farming alongside renewable energy projects and transmission lines, to the co-existence of renewables and nature, and to planning for the decommissioning of renewable projects.

The impact of 'Renewables done right' has gone from strength to strength. It has become a key communications tool, centering practical examples of what living alongside renewables can look like. These films have been used as an advocacy tool to local politicians, shown at community engagement events by renewable energy developers, and shared extensively by many other civil society organisations.

From the series' launch in mid-March, more than 3000 people visited the website in its first three weeks, which grew to more than 9000 in its first three months. The content has reached almost 75,000 people organically on our social media channels.

To ensure people living in renewable energy regions are aware of the project, we also launched an accompanying digital and regional TV advertising campaign, with astonishing results. The ads on social media were seen by more than 2.1 million people and shown more than 20.7 million times – a testament to how engaging people found the content.

We've developed eight case studies so far, but we know there are so many more important stories to tell. We hope to continue to add to this series, so if you are interested in financially supporting this work, please get in touch with our Communications Director Kitty Walker at kitty@re-alliance.org.au.



Singleton farmer Sophie Nichols, May 2024

Media

Too much of the media narrative around renewables in the regions happens without rural and regional voices.

From our messaging research last year into attitudes to renewable energy in the regions, we learned that it's a low trust environment – many of the voices talking about the energy shift are not seen by regional folks to be genuine. There was a void of people they could relate to, telling real stories, about their own lived experience with renewables.

That's why we've been working hard to elevate rural and regional voices in the media wherever possible.

The landholders and regional leaders who we have connected with in the last year have inspired us, and the stories they've told are powerful. We are deeply grateful for the trust they have put in us to help share these stories.

We generated

2,330 media mentions

between July 2024 and June 2025, including for RE-Alliance and Local Energy Hubs.

That's up from 294 mentions across the previous financial year.

1,046 mentions online

152 mentions in print

1,044 mentions on radio

88 mentions on TV

Other significant stories that we generated throughout the year included:



Sally Hunter on SwitchedOn podcast, 9 Sept '24



Simon Tickner on ABC regional radio VIC, 16 Oct '24



Darryl Best on Seven News Wollongong, 6 Nov '24



Justin Page on ABC Upper Hunter, 5 Feb '25



Tom Gunthorpe letter to the editor in The Land, 26 June '25



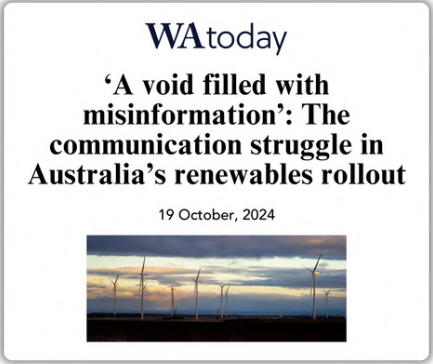
Tracey Richards op-ed in The Courier Mail, 30 June '25



Tony Inder on ABC's Citizen Jury in Dubbo, 16 July '25



Craig Henderson on ABC regional radio VIC, 28 July '25



Spotlight on regional leaders:

Tracey Richards



Tracey Richards is a fifth-generation Queensland cattle grazer, whose family was set to host wind turbines on their property as part of the Moonlight Range Wind Farm before the project was cancelled by the State Planning Minister. Tracey worked closely with RE-Alliance to share a piece about her family's experience, an excerpt of which was published in The [Courier-Mail](#) in June 2025.

Tracey's words hit a nerve and were referenced in many radio segments following publication as Queensland's political commentators tried to make sense of the decision. Federal Environment Minister Murray Watt also chose to highlight the story of Tracey's family in a major speech in Brisbane in September 2025.

Tracey Richards' farm is a 7,500 acre property near Rockhampton, which has been in the family for five generations. They are cattle graziers who are deeply connected to the land: "The farm is a place of deep emotional connection for my family, and we feel the responsibility to safeguard the land."

As farming becomes more volatile, Tracey says the opportunity to host wind turbines as part of the Moonlight Range Wind Farm offered a diverse source of income and enhanced resilience for their farm. But it wasn't an easy decision.

"We took a great deal of time weighing the advantages and disadvantages."

"We collaborated with developer Greenleaf Renewables for more than two years to create a project that we could support. We felt respected through the development process, that there was a collaborative approach with all landholders, that the project was environmentally responsible, and that it had strong support from the majority of our neighbours."

The project received planning approval in December 2024, but then Queensland's Planning Minister reversed that decision in May 2025 – "without logic and reason," says Tracey.

"We entered into the Moonlight Range project in good faith – wanting to be part of something that would benefit not only our family, but the broader region. As local landowners we feel we have been the collateral damage of politics over project merit."

"The cancellation of a billion-dollar renewable energy project sends ripples far beyond our farm. It saddens me deeply that the theatre of politics appears to carry more weight than the values we hold dear: those of quiet strength, mutual respect and measured conversations."

Tracey's full story can be read on RE-Alliance's website, [here](#).





GOAL 4: SECURE A DIVERSIFIED AND SUSTAINABLE FUNDING BASE TO SUPPORT OUR VISION AND ENSURE LONG-TERM IMPACT

Thank you

None of the work we do is possible without the support of our valued donors. Your support provides essential funding to make our work sustainable. Thank you to our donors who value the work we do and see the importance of bringing regional communities to the centre of our energy shift.

Our work is delivered in collaboration with many organisations, communities and individuals – our partners, other NGOs, industry bodies, experts and community groups. We thank all of them for their expertise and passion.

This year we have collaborated extensively. Community Power Agency, Fireside, the Foundation for Rural & Regional Renewal, Production Group, ProjectsJSA, Regional Australia Institute, The Next Economy and Yes 2 Renewables have all been critical collaborators in delivering important work. We're also pleased to have new relationships with academic partners in Charles Sturt University and Macquarie University. Working with all of our collaborators towards our shared goals has been a rewarding and fruitful experience, and we thank them for this.

Our volunteer board of directors continues to be a source of wisdom and guidance, and an essential contributor to our work. In particular, we would like to thank Jonathan Upson who left the board this year after eight years of invaluable contribution. We are delighted to welcome a new Chair in Anna Hancock, who has extensive experience in the energy and resources sector, who joined in November 2024.

Thank you to our staff team, who work collaboratively and dynamically to ensure our work stays relevant in a rapidly evolving policy and political environment.

Finally, we would like to thank our network of members, supporters and partners across regional Australia. You make RE-Alliance the strong advocate that we are.

The farmers, small business owners, environmentalists and people living across regional Australia who have joined our organisation as members and participate in our work help us to keep it real and continuously deepen our understanding of local impacts and opportunities.

Our staff

Our staff are spread across Australia's east coast in mostly regional areas, and are passionate about seeing rural and regional Australia benefit from our renewable energy shift.



Andrew Bray
National Director



Lu Allan
Advocacy Director



Bridget Ryan
Policy & Research Director



Kitty Walker
Communications Director



Cait Coffey-Wong
Communications Manager



Justin Whelan
Senior Campaign Manager



Mark Squires
Community Engagement Manager, NSW



Megan Kessler
Policy & Research Manager



Nathan Palmer
Operations Coordinator



Thomsen Knight
Regional Programs Manager



Tom Dixon
Community Engagement Manager, QLD



Tony Goodfellow
Policy & Engagement Manager



Our board

Our board of directors generously give their time to govern and guide the work of RE-Alliance. They bring a wide range of skills, expertise and experience to the organisation.



Anna Hancock
Chair
Joined Nov 2024



Richard Mackie
Treasurer



Dimity Taylor
Board Director



Jonathan Upson
Board Director
Until Nov 2024



Karin Stark
Board Director



Madeline Taylor
Board Director



Peter Dreher
Board Director



Susan Findlay Tickner
Board Director

What's next?

Guided by the goals of our Strategic Plan 2025-2027, here's what we're focusing on over the next year:



GOAL 1: Listen to and build the capacity of regional communities to lead the shift to renewable energy

We will keep growing our Regional Leaders Network so members can continue to learn from each other and share experiences. We are looking forward to hosting a bigger and bolder Regional Leaders Summit in 2026. We have a number of state-based working groups emerging to tackle key challenges and progress shared projects.

We will continue to push for the federal government to fund a network of Local Energy Hubs in renewable energy regions.

We are looking to establish landholder networks in renewable energy regions to provide greater support on the ground for host landholders.



GOAL 2: Influence government policies and industry practices to ensure a fair and sustainable shift to renewable energy with a focus on regional communities

To ensure the right settings are in place to do renewables retirement well, we will continue to advocate to state and federal governments and industry, guided by our Framework for Action.

We will release a report on how the shift to renewable energy can enable improved housing outcomes for regional communities, showcasing examples of innovative workforce accommodation and legacy housing initiatives from across Australia.

We will seek funding to add more impactful research projects, giving us the knowledge and evidence to help inform policy asks to governments and build our influence to drive key changes.

We will continue to progress the actions in our First Nations Solidarity Commitments, as part of our pursuit of First Nations justice in the shift to renewable energy.



GOAL 3: Shift the narrative on renewables across regional Australia to focus on solutions and opportunity

We will continue to seek funding to grow our 'Renewables done right' case studies, to share more varied stories showing how Australians are currently living alongside renewables.

We will continue to support rural and regional voices to share their perspectives across regional and national media outlets, while strengthening RE-Alliance's position as a trusted and responsive source for journalists covering regional Australia's shift to renewable energy.

We will elevate the in-depth work of our team to help shift the narrative, focusing on solutions and countering misinformation with evidence and lived experience.



GOAL 4: Secure a diversified and sustainable funding base to support our vision and ensure long-term impact

It's an increasing priority for us to diversify our income streams, as we seek to ensure the financial sustainability of our organisation.





1300 290 982



info@re-alliance.org.au



PO Box 16 COLLINS STREET WEST VIC 8007



reallianceaus



reallianceaus



renewableenergyalliance