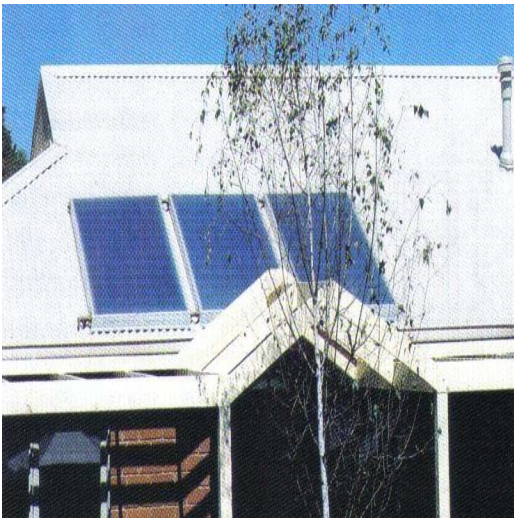




Community Project



Solar Hot Water and Solar Power

Community Project

SolarUp Australia brings solar energy to regional communities.

SolarUp Australia is a new innovative community project working with regional Councils which has a focus on converting households to solar energy, quickly, easily and affordably.

For less than a cup of coffee a day, eligible regional households can enjoy SolarUp Australia solar hot water.



Regional NSW

Our Research:

- Less than 3% of Residential properties have solar hot water
- Almost no grid connect Solar PV electricity generation on residential properties
- Existing electric power grid stretched to its limits during summer months in many regional areas.

NSW State Initiative:

- \$100 Million Residential Rebate program as part of the NSW Government Climate Change Fund. (1st of October 2007 until 30th of June 2009: NSW hot water system rebate up to \$1,200 for replacing existing electric hot water systems with solar or heat pump hot water systems)

Federal Government Initiatives:

- \$252 Million Solar Hot Water rebate program. (Start 18th of July 2007 and valid for 5 years. \$1,000 for replacing electric hot water systems with solar or heat pump hot water systems.)
- \$201.8 Million Photovoltaic rebate program (extension and increase of the 5year rebate program announced 8th of May 2007) Rebate = \$8/W installed up to a maximum of \$8,000 for a 1kW system for a owner residence)



Our Research

Our Research:

- Rebate programs assist regional households to invest in residential energy generation, hence save energy and costs. They have the potential to stimulate local spending as more money stays within the region.
- **Households in regional NSW do not access the programs to its full potential!**

Why households don't access the rebate programs?

- Not fully aware of the existence and potential of programs.
- Uncertainty with the process for rebates (State, Federal and REC)
- Investment costs and energy cost savings are not understood.
- Priority is not very high (Wait and see what neighbour is doing)
- Search for installers and technology too difficult and time consuming.
- Some areas have no or just limited installer expertise and capacity.
- **Upfront Investment Cost.**



Community Project

SolarUp Australia Community Project

Only 3% of residential properties currently have solar water, and virtually no residential properties generate solar photovoltaic (PV) electricity generation.

The SolarUp Community Project recognises that offering superior solar technology, on an affordable payment plan, allows more people in regional Australia to enjoy the cost savings that come with switching to solar. These savings could translate into significant community benefits in rural and regional communities.

On top of the direct benefits that stem from employing qualified local tradespeople to install and service SolarUp Australia solar units, the energy cost savings enjoyed by residents leaves them with more money in their pockets to support other local businesses and re-invest in their communities



Community Project

SolarUp Australia Community Project provides households with a complete service:

- **the Solar System**
- **the installation**
- **the rebate paperwork**
- **...and has sourced finance options.**

SolarUp Australia Community Project takes care of all the administration and installation details and offers payment options – sign up to SolarUp and we take care of the rest...

Solarup Australia helps communities save the environment and saves householders money.



Our Strategy

- Direct Involvement of Council and Community
- Street by Street Survey and Information
- Simple and understandable door to door information on
 - Energy and cost savings
 - Rebates
 - Technology options
 - Installation / installation schedule
 - Investment (direct payment or credit / loan financing option)
- Technology and installation package offer
- Local Installer support
- Street by street installation
- Handling all rebate applications
- Financing Alliances
- **Solar Energy without upfront cost**
- **Brand “SolarUp Australia” = Call for action**
- **SolarUp Australia 1800 2 SolarUp contact**



SolarUp Australia Know How

Experience and Know How Forms the Base for SolarUp Australia

➤ Technology (Solar PV)

Over 25 year Solar PV electric industry participation and experience in product development, management, install and consultancy

Examples:

- **“Stand alone” power systems for remote rural and “arid” lands**
(e.g Pintupi Homelands Health Service (Central Australia 1982 till 1994))
- **Sine Wave Inverter Technology development and manufacture by South East Energy P/L** (now marketed by SEA) (at the same time: Close working relationship with UNSW Electrical engineering’s Ted Spooner in developing SAA guidelines for “small grid connected or embedded generation system”)
- **Development of Stand alone power system –Solar Hybrid systems** in conjunction with European diesel generator manufacturer, BTR Lister Engineering Australia P/L.



SolarUp Australia Know How

Experience and Know how that forms the Base for SolarUp Australia:

Technology (Solar PV)

- Participation as researcher and sub-contractor to Solarex Australia P/L, now BP Solar Australia P/L in Projects such as:
 - ❖ Sydney's Solar Olympic Solar Village and precinct
 - ❖ EnergyAustralia's Singleton Solar Farm
 - ❖ Great Southern Energy's (now CE's) Queanbeyan Solar Farm



Other Previous Solar PV Activities:

- Consultant, researcher and installer to Great Southern Energy for stand alone and grid feeding systems in the southeast area
- Equipment supplier and researcher to Integral and EnergyAustralia



SolarUp Australia Project Forecast

- ✓ **10,000 Solar Hot Water Systems within 2 years**
- ✓ **2,000 Solar PV Electric Systems within 2 years**
- ✓ **34,000 tonnes per year CO2 Emission reduction (Equivalent to taking 8,000 cars off the streets)**
- ✓ **\$4 million/year on energy cost saving.**
- ✓ **Total investment in region: \$70 Million
(with rebate potential of more than \$45 Million, actual residential investment \$25 Million)**
- ✓ **Renewable Energy Jobs**
- ✓ **Supports LGA's Climate protection goals and initiatives**



SolarUp Australia Project Roll Out

- 1) Council commits itself to support completion of initial study and project roll out
- 2) Community information
- 3) Street by Street Survey and Study
 - "Energy wise" information, -Solar HW and Solar PV suitability check,
 - Home Owner signs non-binding "in principle" commitment
 - Home Owner exercise ANZ financing options
- 4) Solar installation (preferable local company) based on pre-approved technology and quality research.
- 5) Applying for Solar PV rebate programme (bundling of 1 - 5 streets) in alliance with home owners
- 6) Contract with home owner (agreement on payment option)
- 7) Setting installation schedule for streets
- 8) Installation and installation report by approved installer
- 9) Hand over of unit, applying for rebates, start with payment
- 10) Including the street in a solar street register and establish a solar street sign.
- 11) Follow up



SolarUp Australia Payment Options

Residential:

We offer 3 payment options for residential households

- Payment in Full
- Collateral Mortgage
- Credit Card



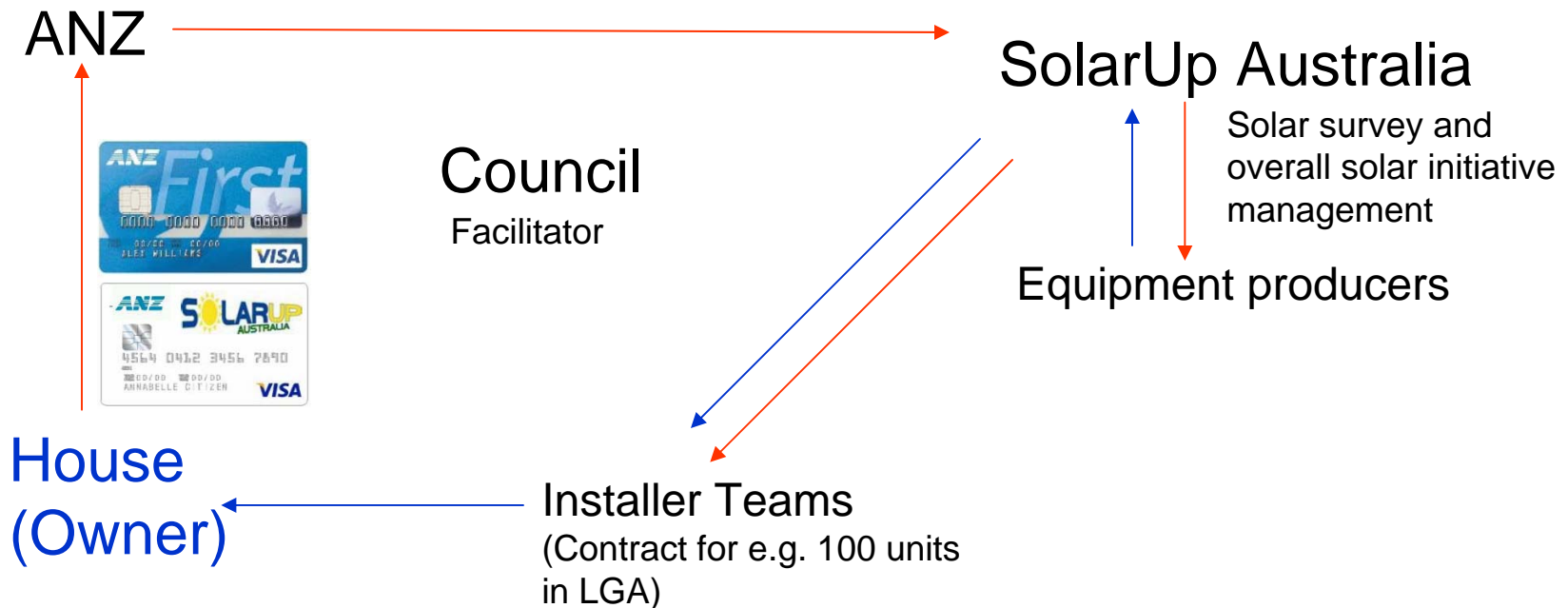
Commercial:

SolarUp Australia PV Leasing for commercial clients (e.g. farms, clubs, shopping centres, small industry)



SolarUp Australia Payment Flow

Example: Solar Credit Card Option



→ Payments

→ Material flow



Summary

- Strong existing relationships with regional Australia (Community & Councils)
- Market research and client experience drives the roll out approach
- Town or council concentrated roll out
- Supports Local Government Areas climate protection goals and initiatives
- SolarUp Australia initiates, manages and controls the Program
- A team of solar experts and state of the art solar equipment
- Partnership with regional Solar OEM
- Appointed local “SolarUp Australia” approved Installers undertake installation
- Installation certification process ensures best practise

Quick - Simple – Affordable

Doing it now

Thank you,
John Larkin, Director, SolarUp Australia

