



Hawkesbury City Council

attachment 2
to
item 27

Copy of the "Our Energy Future"
Presentation by Randwick Council

date of meeting: 26 February 2019

location: council chambers

time: 6:30 p.m.

4 February 2019

Our Energy Future

Randwick City Council

Sam Kelley – Sustainability Projects Officer

Peter Maganov – Sustainability Manager

Content

- Solar in Randwick
- Campaign Strategy
- Costings
- Pros
- Cons
- Results
- Learnings

Solar in Randwick City Council



Demographics

- 150,000 residents, 60,000 private dwellings
- 40% of dwellings are renting
- 75% of dwellings are medium or high density

Solar in Randwick

- 2,700 installations
 - 18% of separated houses, 4.5% of all dwellings
- Average installs pre-program (2015/16): 16 per month
- Average installs during (2017/18): 26 per month
 - (but many contributing factors)

Campaign Strategy

- Duration: 1 month
- Promotion:
 - E-News
 - social media
 - 10,000 households mail out
 - Printed media
 - Events
- Information session: during last week of campaign

Campaign Strategy

- Key messages:
 - *‘Get a quote from a Council-backed installer’*
 - *‘We have done the hard work for you’*
 - Reduce your energy bills/emissions
 - General energy saving and solar tips
 - *‘Come along to our information session to find out more...’*



Costings

Annual Costings (2018/19)

- 1 x 12-month subscription: \$12,000
- 1 x Residential Campaign - Solar: \$10,000
- 1 x Residential Campaign - Tailored: \$10,000
- 1 x Information Session – Renters: \$750
- **Total:** **\$32,700**

Pros

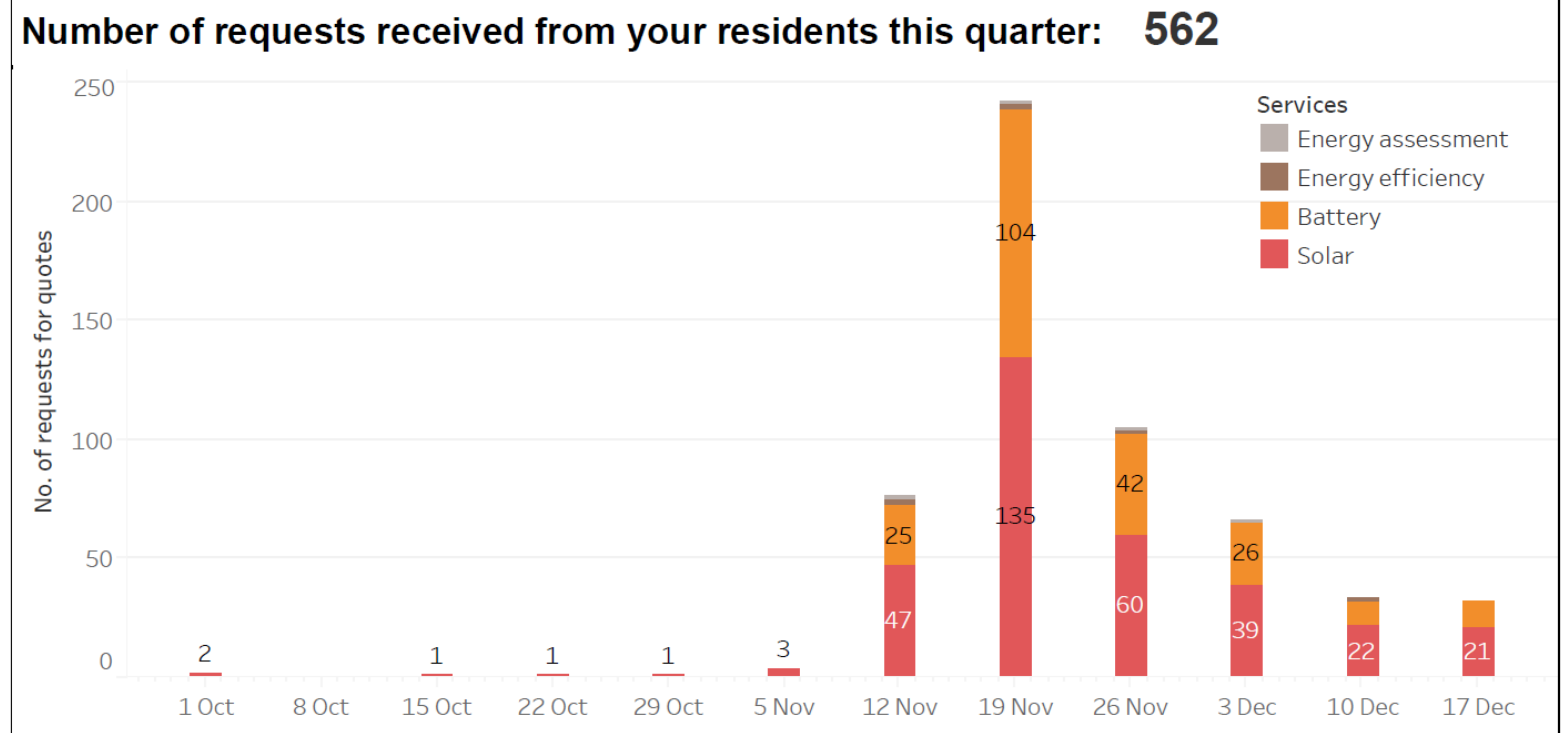
1. Ability to refer all residents with solar and energy questions to the hotline or the OEF website
2. Outsourcing of procurement process (12-month contracts)
3. High quality information sessions with very positive feedback
 - 95% of session feedback 'Good' or 'Excellent'
4. Based on results, it is a valued program in the community

Cons

1. Preparing communications content and marketing material
 - OEF content not always preferred by comms
 - OEF has limited communications channels
2. Limited take-up of the non-solar services (e.g. energy helpline, home energy assessments, LED lighting, etc).
3. More follow up required for people who requested quotes but did not install.

Cons

3. Limited transparency with types of models installed
4. Lack of detail in quarterly reporting (# of quotes and # of installs by postcode)



Results

July 2017 – December 2018 (18 months)

- Information sessions:
 - 7 workshops
 - 343 attendees
- OEF solar installs:
 - Quotes: 1,323
 - Sales: 129 (as of Dec. 18)
 - kW: 541
- OEF installs + non-OEF installs: 630 (20-25% from OEF)

Learnings

1. Ability of installers to meet demand
 - The '1 installer or 2 installers' dilemma: 40% decrease in conversion of quotes into installs
2. Understanding of the OEF's quote management fee (per lead and install)
3. Tracking the 'true' impact and influence of the program