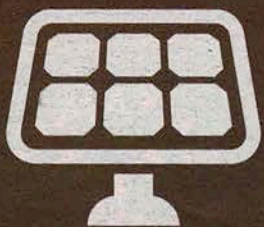


Renewable WA

Driving change to deliver a sustainable future



Movers and shakers
spearheading WA's
energy progression



Projects, people and
bold plans creating
cleaner communities

What's the truth about solar and batteries?

If you own a home, the ever-increasing power bill is a hot topic.

Now we're also talking about Western Australia having to possibly import coal to keep our lights on, and there's the unrelenting threat of blackouts in the coming months.

So, what's the truth about solar and batteries for households in WA?

Plico CEO Robbie Campbell dispelled some of the confusion surrounding solar and batteries.

Myth – solar battery technology is not viable yet and you should wait

"This is a big misconception and, in my opinion, this is primarily driven by a traditional sector of solar panel-only providers protecting their market share," Mr Campbell said.

"Solar battery technology has been around for some time and due to the increasing focus on combating climate change, technological advancement has seen a rapid rise.

"We absolutely have high-quality, reliable batteries right now.

"The batteries we use are very good quality. Since 2017, an independent study conducted by ITP Renewables – a global leader in energy engineering – tested all the well known battery brands and has reported the batteries we use are performing very well.

"What's crazy is we live in Australia's sunniest city and, according to the Australian PV Institute, we only have about 36 per cent solar penetration in WA," he said

Mr Campbell said he expected solar demand to triple over the next decade but, currently, only seven per cent of solar installations included a battery.

"If you don't have a battery connected to your solar panels, you're losing energy generated during the day for use after the sun goes down," he said.

"This is how you can combat your power bill shock as prices go up further – even better, you're doing your bit in helping reach Australia's net zero target."

Myth – it's expensive to install a solar and battery system.

Mr Campbell said this wasn't true anymore, as it was the old way of installing solar.

"We're here to make solar accessible for all Australian households," he said. "Solar and battery systems should be available to everyone."

Through independent research, Mr Campbell said it was known that the biggest barrier for people to get into solar was cost.

"Our difference is you can get a

solar and battery system without a huge upfront cost," he said. "We have a low weekly subscription fee over 10 years and we'll service and maintain the system over this period.

"Our members see an immediate saving and know we're here for the long haul with them."

Mr Campbell said the level of savings depended on the energy usage in the household.

For more information, call 1300 175 426 or visit www.plicoenergy.com.au.



Robbie Campbell

"What's crazy is we live in Australia's sunniest city and, according to the Australian PV Institute, we only have about 36 per cent solar penetration in WA."



STAGE 4 LOTS ON SALE NOW!

IS THIS THE WORLD'S MOST SUSTAINABLE COMMUNITY?

"I don't know of any other development in the world that can claim to achieve energy, water and food self-sufficiency all on one site, as well as being a place for real community"

– Curtin University's Distinguished Professor of Sustainability, Peter Newman AO



WITCHCLIFFE
ECOVILLAGE

Witchcliffe Ecovillage residents of Cluster 1A gather in their community garden at their regular Friday night get-together.



Residents working in their vegetable patch, which overlooks the conservation and agricultural areas of the Witchcliffe Ecovillage.

Innovative carbon-negative ecovillage resonates with buyers

Is the Witchcliffe Ecovillage one of the world's most sustainable residential communities?

It is, in the opinion of Curtin University Sustainability Policy Institute Sustainability Distinguished Professor Peter Newman.

"I don't know of any other development in the world that can claim to achieve energy, water and food self-sufficiency all on one site, as well as being a place for real community," he said.

The Witchcliffe Ecovillage's unique offering of a carbon-negative, highly sustainable and resilient community in Western Australia's beautiful South West is clearly resonating with buyers across Australia.

"People keep telling us they love the ecovillage concept, its values and how it's just what the world needs right now," Sustainable Settlements Communications and Marketing Manager Jo Thierfelder said.

"We've sold nearly 200 residential lots already, largely through word of mouth and our website, which is a gratifying endorsement of our vision.

"Our community of about 30 households is growing day by day and there is a hive of housing construction activity across the site, which is so exciting to see after more than 13 years spent dreaming, planning and working on bringing this project to life."

Located in the historic hamlet of Witchcliffe, less than 10 minutes south of Margaret River, this innovative, semi-rural community will eventually be home to around 700 like-minded people who are motivated to reduce their carbon footprint, slow down and live a more meaningful life without compromising comfort, privacy, amenity or affordability.

Witchcliffe Ecovillage utilises state-of-the-art, 100 per cent renewable technologies, regenerative agriculture practices, passive solar and low-carbon building techniques and life cycle assessment software to ensure 100 per cent negative carbon housing.

Importantly its focus on integrated, people-focused design outcomes

will help to create a thriving social community that is inclusive, well connected and resilient.

In addition to four residential lot types, the ecovillage also has short stay, tourism, mixed-use, agricultural, commercial, and aged and dependent care lots available for sale.

Comprising five stages in total, the 120-hectare development will also have a significant public realm, including a beautifully landscaped village square at its heart.

This will be surrounded by a community pub, a cafe, a nature playground, mixed-use buildings, co-working office spaces and a boutique backpackers' hotel.

Dedicated tourism accommodation, a commercial precinct that extends the Witchcliffe village main street and an Ecovillage Food Hub will cater to locals and tourists alike. More than 50 per cent of the site is community gardens and public open space.

In addition to the 11 residential clusters and their central community

gardens, the ecovillage features huge tracts of open space threaded with walking trails, bush conservation zones, its own community-scale wastewater treatment plant and a privately owned certified organic vineyard and productive agricultural lots.

Three magnificent dams provide abundant clean water for irrigation, stormwater reuse, riparian habitat and recreation.

"In time, we hope to attract visitors from all over the world who want to learn from what we're doing and experience a holistic, sustainable community based on permaculture principles," Sustainable Settlements Director and Ecovillage Co-Founder Mike Hulme said.

"But, more importantly, we are excited to deliver exceptional social, economic and environmental outcomes for the ecovillage community and the Margaret River region as a whole."

For more information, call 9757 6688, email sales@ecovillage.net.au or visit www.ecovillage.net.au.

Looking to get started with sustainability and ESG?

Talk to us about our entry-level executive education and ESG scoping package.

For more information please contact:

Daniel Smith, Executive Chair & Founder [e daniel@regenstrategic.com.au](mailto:daniel@regenstrategic.com.au)

regenstrategic.com.au

SUSTAINABILITY & ESG | STAKEHOLDER ENGAGEMENT | STRATEGIC COMMUNICATION



- Understand the risks and opportunities for your organisation from the increased focus on sustainability and ESG.



Through a combination of one-on-one sessions and workshops, our sustainability and ESG experts will break things down for you and help you get everyone on the same page.

- Understand international best practice and where ESG is heading in Australia.

- Understand what an ESG journey looks like and how you can get started.

ReGen
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SCAN ME