



Hepburn Wind + Embark

14 November 2011

1. Significance

- under the right conditions communities embrace renewable energy
- local solution to global problem
- beneficiaries of change
- optimistic vision of the future



2. Origins + motivation

- response to opposition — Clarkes Hill
- Danish connection
- vision that whole community could benefit
- frustration with lack of progress on clean energy



3. Engagement

- street stalls
- bus tours
- events
- house visits
- newsletter
- social media





Loud and proud...

4. Hepburn structure

- co-operative model
- 1900+ members raised \$9.7 m
- \$13.5 m project
- electricity sold to Red Energy
- scaled to local area
- \$1+ m community fund
- 25 year sustainability dialogue



5. Caring for the community

- beyond compliance
- large community fund
- immediate neighbourhood
 - gift of equity
 - community fund to give specific consideration
 - contributing to energy affordability
- first wind farm to give more to the community than landowners

6. Economics

- four local jobs
- 10,000+ safe work hours on site
- local trades
- \$13.5m project — half Australian content
- most Australian content from regional Victoria
- significant profits are retained locally
- cheap to run



Ground-breaking ceremony — 8 October 2011

7. Support + acceptance

- overwhelming, but not universal support
- planning: 18 objections, 325 letters of support
- don't expect to win over everyone
- opposition is normal
- open dialogue is goal



Unloading turbine components — Melbourne, February 2011





Community looks on as turbines are raised

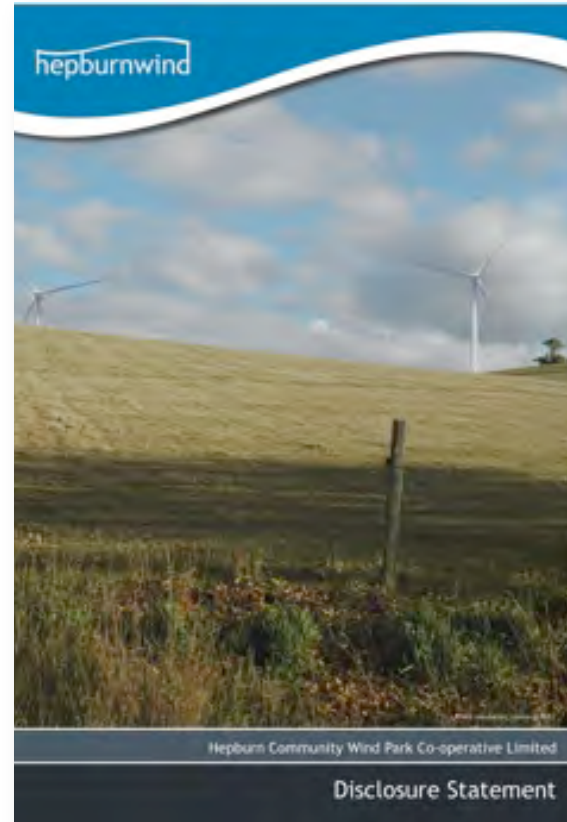


Per Bernard — founder of Hepburn Wind



Join in...

- become a member...
hepburnwind.com.au



8. Where to from here...

- new community energy sector
- Embark is...
 - capturing learnings
 - lowering barriers
 - assisting communities
- Our vision...
 - 10 years
 - 100 projects
 - 100,000 investors
 - 1,000,000 advocates for renewable energy

9. Embark

- knowledge + education
- project support + advice
- assist with funding
- advocacy



