



Green Power e-bulletin

www.greenpower.com.au

Green Power - the clean energy option for a brighter, renewable future.

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News

Over 100,000 Australian households choose Green Power

Over 100,000 Australian households are now purchasing Government accredited renewable energy, according to the results of the June 2004 National Green Power Accreditation Program Quarterly Report.

With residential customers now totaling 100,959 at 30 June 2004, this represents an increase of 23% from the previous year.

Green Power energy sales now offset approximately 420,000 tonnes of greenhouse gas emissions annually – the equivalent to removing 90,000 cars from the road for a year.

Queensland leads the domestic Green Power market with 46,989 residential customers. South Australia experienced strong growth in demand, with 5,520 additional customers choosing Green Power during the quarter.

Green Power sales to commercial customers were highest in NSW and Victoria, highlighting strong business support for renewable energy in these states.

State-by-State comparison of Green Power customer numbers and sales:

	NSW	VIC	QLD	SA	WA	ACT	Total
Domestic Customers	11,591	29,362	46,989	6,952	918	5,147	100,959
Commercial Customers	2,548	1,548	471	22	310	122	5,021
Total Green Power Customers	14,139	30,910	47,460	6,974	1,228	5,269	105,980
Net Change in Green Power Customers	60	-468	4,367	5,520	303	203	9,985
Green Power Sales to Domestic Customers (MWh)	8,360	15,484	15,162	2,457	731	5,747	47,942
Green Power Sales to Commercial Customers (MWh)	32,382	29,188	9,630	3,256	2,494	2,954	79,903
Total Green Power Sales (MWh)	40,743	44,672	24,792	5,712	3,224	8,701	127,844

The following new Green Power generators were approved during the June 2004 Quarter:

Lake Bonney Stage 2 Wind Farm

The project, to be fully commissioned in May 2006, consists of 72 2MW Vestas turbines for a total capacity of 144MW. Expected annual energy production is approximately 540,000MWh.

The project is located on South Australia 's Woakwine Range – the site is approximately 2 km from the eastern shore of Lake Bonney and 5km from the Southern Ocean.

Whitwood Road Renewable Energy Facility

This landfill gas facility was commissioned on 13 July 2004, with first electricity sales expected in August 2004. Located in Ipswich QLD, the facility has a capacity of 1.115MW and an expected annual production of 9500MWh.

Townsville Wind Generator

This generator is located at The Strand in Townsville QLD and is owned by Townsville City Council, with Ergon Energy committed to purchasing the output for five years. Its expected annual production is 5.84MWh.

To view full results of the National June 2004 Quarterly Report, go to:

http://www.greenpower.com.au/images/dl/2004_Q2_Report.pdf.

100% wind powers birth

Green Power Program Manager Colette Grigg and husband John recently welcomed their new son Lachlan James into the world in what has to be the first Green Power ed birth in history!

Origin Energy kindly purchased 1 Megawatt hour of 100% Green Power for the happy occasion.

Colette, Lachlan and family are doing extremely well and we pass on her thanks for all the support she has received from the Green Power community.

Business & Government

Country Energy chooses 100% Green Power

Country Energy has recently shown their commitment to environmental sustainability and leading by example by choosing renewable energy for all Country Energy sites.

All sites will be powered by pureGREEN, Country Energy's 100% Green Power product.

South Australians show their support

Origin Energy has reported strong support for Green Power in South Australia, where 35% of their new customers have chosen to purchase green energy rather than receive a discount on coal-fired power.

Origin offered customers the choice of purchasing Green Power at no extra cost, or to receive a discount of up to 7.5% on conventional products.

The substantial percentage of customers choosing Green Power highlights their willingness to forgo financial rewards in favour of making a positive environmental contribution.

New Communications Resource Kit for generators

The National Green Power Steering Group is pleased to provide a new communications resource kit, designed to help Green Power generators make the most of their Green Power tick of approval.

The kit enables generators to leverage their Green Power partnerships to actively demonstrate environmental leadership and receive enormous business benefits through improved community relations and enhanced stakeholder loyalty and motivation.

The kit is available for download from the Green Power web site at

<http://www.greenpower.com.au/go/download/1060740528>.

Direct marketing can sell more green power, says EPRI study

Source: Refocus Weekly

Direct marketing is a major factor in the success of green power in the USA, according to a market study.

The study, 'Designing Direct Marketing Materials to sell Green Power', found that of 500 US utilities offering green power, the top ten account for 90% of sales.

The top performing utilities have utilised direct marketing campaigns, either via bill inserts or direct mail pieces, with response rates of up to 5.6%. The study recommends that utilities should appeal to the emotions of customers to market green power, rather than rational explanations.

Full report: <http://www.sparkdata.co.uk/refocus/showdoc.asp?docid=30126590&accnum=1&topics>

Green Power grows 12-fold among OECD nations

Source: Refocus Weekly

Generation of non-hydro Green Power has grown 12-fold in OECD nations since the OPEC crisis, according to the International Energy Agency.

The following table summarises the growth in each generation source, according to 'Energy Statistics of OECD Countries':

Generation type	1973	2002
Geothermal	6,530 GWh	32,889 GWh
Solar electric	0 GWh	930 GWh
Wind, tidal and wave	559 GWh	50,143 GWh (47,616 GWh from wind)
Biomass	7,152 GWh	168,366 GWh
Hydro	925,557 GWh	1,300,846 GWh

Total generation among OECD nations in 2002 was 9,827,451 GWh, the report shows, of which nuclear was the largest single technology at 2,275,676 GWh, followed by hard coal, natural gas and hydroelectricity.

Full report: <http://www.sparkdata.co.uk/refocus/showdoc.asp?docid=80494326&accnum=1&topics>

Handbook encourages green power procurement in Europe

Source: Refocus Weekly

The European Commission has released a 'Handbook on Green Public Procurement' that explains how public agencies can consider the environment when buying goods and services.

If all public authorities in the Union switched to green electricity, it would save 60 million tonnes of CO2, or 18% of the EU's Kyoto commitment on cutting GHG emissions by 2012.

The guide is intended for use by schools, hospitals and municipal governments, which spend Euro 1,500 billion each year, or 16% of the EU's GDP, on goods and services.

Full report: <http://www.sparkdata.co.uk/refocus/showdoc.asp?docid=82462710&accnum=1&topics>