



# Enova Community Energy - AGM

## CEO Update

25 November 2019



A SOCIAL  
ENTERPRISE

enova  
JOIN A NEW POWER GENERATION

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## Outline

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1. Vision and Purpose
2. Enova Structure
3. Highlights 2019/20
4. Customer Growth and Financials
5. Sales and Marketing
6. Wholesale Energy
7. Projects

## Vision

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Enova's vision is to be Australia's leading social enterprise enabling self-sustaining communities

Purpose

# Enabling self-sustaining communities

# Enova Highlights FY19/20

- Customer Growth

- 5,844 customers at 30 June 2019, now over 6,841
- 60% of our customer base have a solar array
- Generating enough excess energy to power approx. 2,000 homes with local renewables
- Loyal customers, leading to low customer churn
- Preserved generous feed in tariff to provide solar FIT to more customers
- Launched from regional NSW in two new networks to service all of NSW in October



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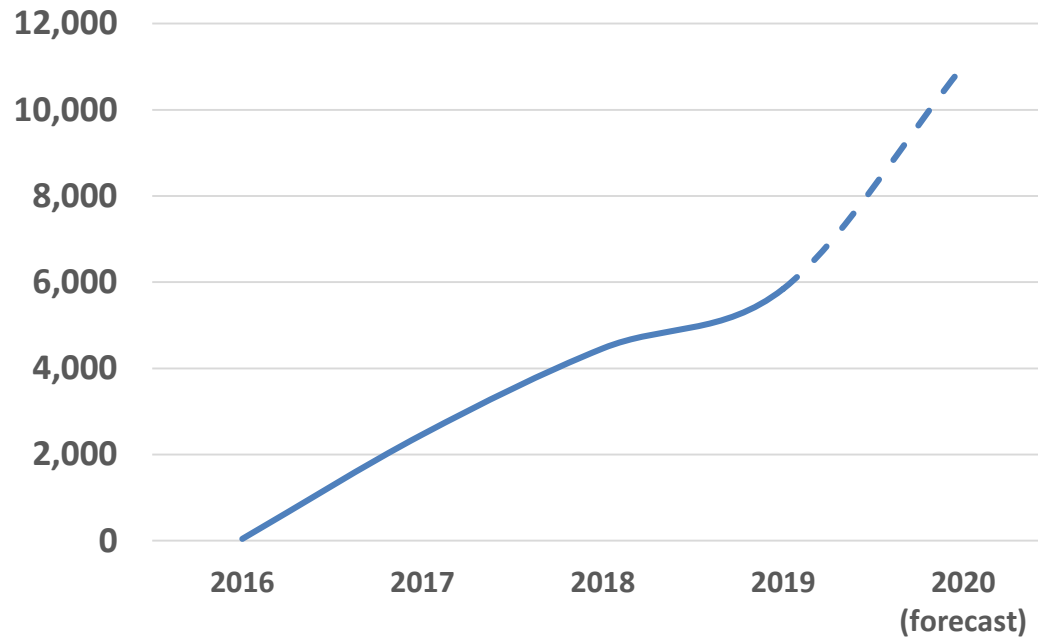
# Enova Highlights FY19/20

- Wholesale energy - Over 50% of our energy purchases came from local renewables and the remaining 50% offset with accredited carbon credits
- NSW Business Chamber Awards 2019 - Regional Winner - Excellence in Social Enterprise & State Finalist
- Continuing to work with and support many community groups in & outside Northern Rivers
- Third birthday milestone in June 2019

# Our Journey So Far ...



Customer Numbers

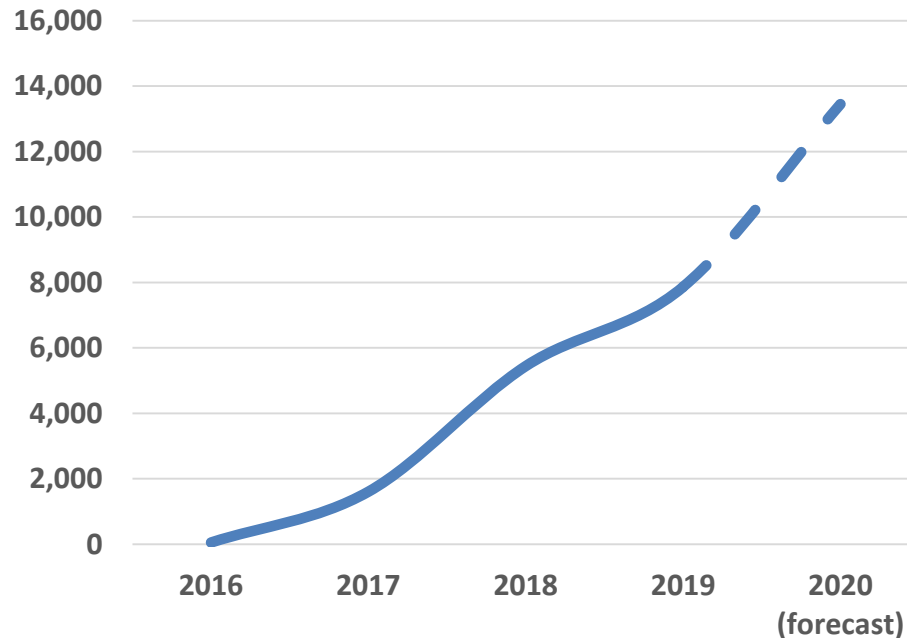


- Strong customer growth over three years
- Sydney launch in October 2019
- Tracking well against YTD 2020 growth targets
- Green customer base

# Our Journey So Far ...



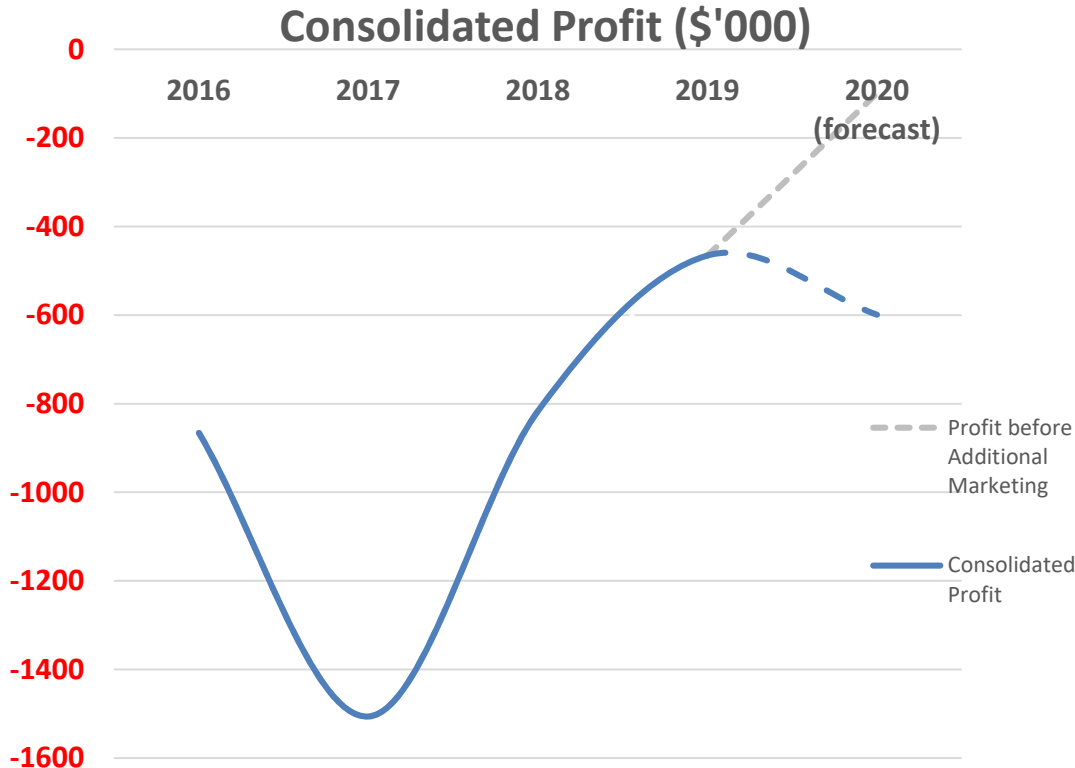
Consolidated Revenue (\$'000)



- Revenues growing proportionally to customer growth
- Introduction of stepped Feed-in Tariff
- Competitive market offerings



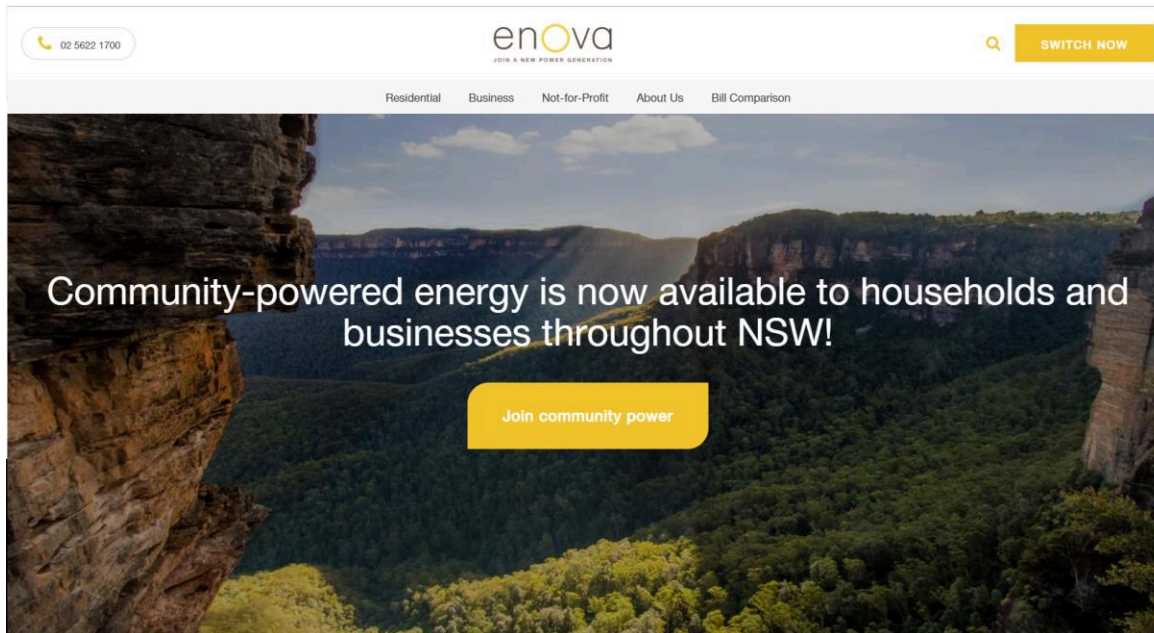
# Our Journey So Far ...



- Investment in Sales and Marketing activities
- Retail arm tracking for profitability in FY21
- Group cash flow positive in 2020

# Sales and Marketing

- Successful premarketing and launch into Sydney and across NSW
- New website launched in April 2019
- New easier to use online sign-up tool
- Maintaining low customer churn, well below industry
- Digital marketing expansion



# Partnerships for impact



**Switch to Enova  
and receive \$50 credit  
OR  
we'll donate the \$50  
to Black Dog Institute  
on your behalf**

**\$50 CREDIT** We'll give you a \$50 credit on your energy bill or we'll donate \$50 to the Black Dog Institute on your behalf to support mental health programs in regional Australia when you switch to Enova. Valid until 30/09/19. (Offer available to regional NSW residents)

**IT'S EASY TO SWITCH**

- GO TO OUR WEBSITE [ENOVAENERGY.COM.AU](http://ENOVAENERGY.COM.AU)
- CALL US ON 02 5622 1700 AND QUOTE THE CODE "BLACKDOG19"

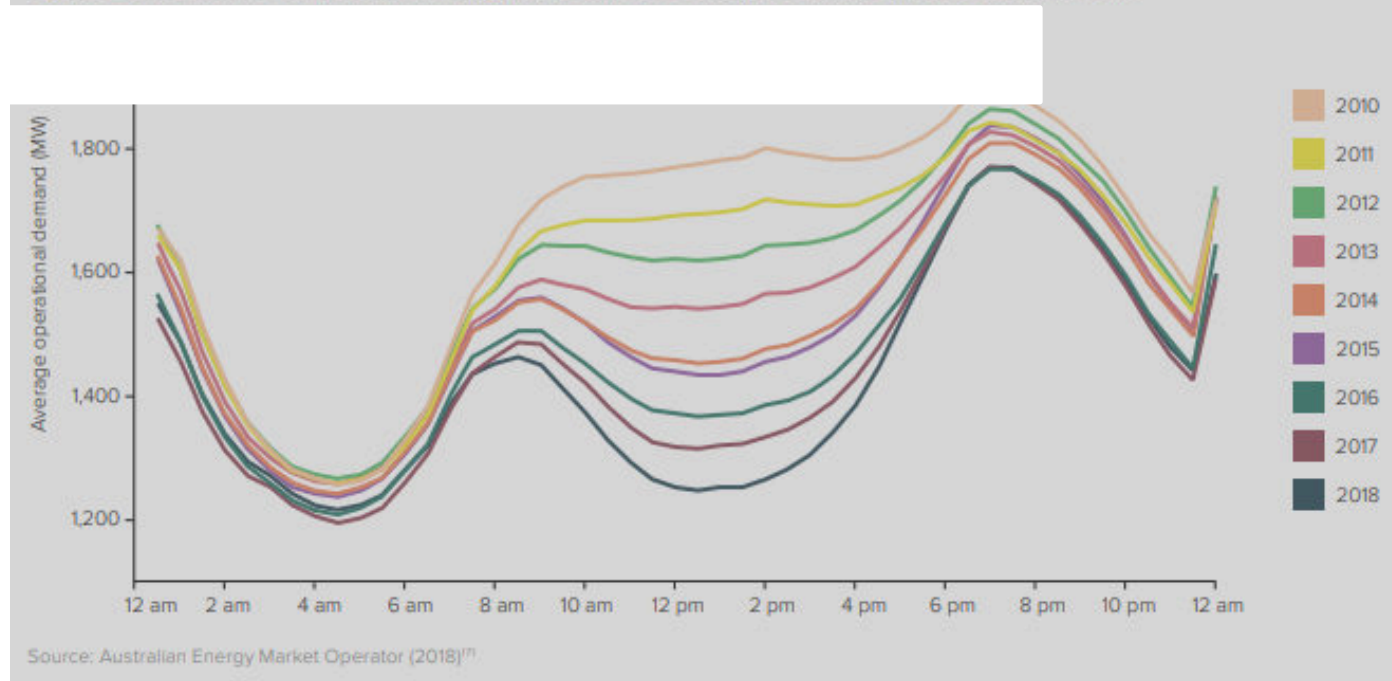
Proudly supporting  
**Black Dog Institute**

**enova**  
JOIN A NEW POWER GENERATION

- Integrating our retailing efforts for positive social impact
- Working with new customers to make a positive impact
- Local and national organisations
  - Liberation Larder - Meals for those in need
  - The Blackdog Institute Mental Health programs for Regional NSW
- Over \$10,000 raised for each partner
- 1 in 3 customers donating their sign-on bonus credit

# Solar Generation Impact and FIT

Figure 23: Solar PV adoption is having large impacts on grid demand in Western Australia



- Large system size with a high feed-in-tariff creates cross-subsidies from other consumers
- To remain fair, Enova introduced a stepped feed-in-tariff:
  - 16c/kWh for first 6 kWh/day
  - remainder at 9c/kWh

1) Source: Clean Energy Regulator  
Clean Energy Australia Report 2019

# Byron Bay Arts and Industrial Estate Microgrid

- Pilot project led by Enova Energy in collaboration with Essential Energy, University of NSW, Wattwatchers, and LO3 Energy
- Explores the concept of a Business Community Microgrid - where supply is predominantly based on locally produced, stored, and shared renewable energy
- Key project goals are to investigate the economic, social, and environmental value of community microgrids
- The project will run over 2 years:
  - Phase 1 (end date November 2020): focused on collection and modelling of energy data
  - Phase 2, (end date November 2021): installation of community battery, local energy trading and assessment of the benefits, and costs of incorporating community storage in the Microgrid



24 Wattwatchers devices have now been installed in local businesses – data collection commenced 6 November 2019



# Solar Gardens

- North Coast Community Housing social benefit model
  - 24 solar gardeners – 19 households & 4 community groups
  - 35 kW solar array hosted on NCCH Lismore
  - Launching in December 2019
- Membership model launching early 2020 on Stone & Wood Brewery, Byron Bay



# COREM and Repower

- Solar arrays on Coorabell & Dorroughby Halls in partnership with COREM
- Solar array install planned on St John's School, Mullumbimby in December 2019
- Repower undertook 850 conversations in the Northern Rivers about switching to ethical electricity providers

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# Strategic Plan 2020-2025

## Strategic Objectives:

1. Strengthen our base business model
2. Enable sustainable and resilient communities
3. Engage stakeholders

# 1 - Strengthen our base business model

1. Grow our reach and customer base
2. Refine model to improve customer price and profitability
3. Customer engagement and retention
4. 100% renewable in 2020

## 2 - Enable sustainable communities

1. Distributed energy solutions
2. Partnerships and community projects
3. Fund social organisations
4. Deliver 50% of profit towards community projects

# 3 – Engage stakeholders

1. Strategic partnerships
2. Team culture and engagement
3. Resourcing

# Partners who share our vision

Community



Business



Strategic



# Thank you

enovaenergy.com.au

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