



**BUSINESS
RENEWABLES
CENTRE
AUSTRALIA**

FINAL GRANT REPORT TO ARENA

PREPARED BY: CHRISTOPHER LEE, CLIMATE-KIC AUSTRALIA
WWW.BUSINESSRENEWABLES.ORG.AU



**Institute for
Sustainable
Futures**

About the Business Renewable Centre Australia

The Business Renewables Centre Australia (BRC-A) is a not-for-profit initiative that seeks to help accelerate the uptake of Renewable Energy Corporate Power Purchase Agreements (PPA) in Australia through addressing critical knowledge gaps and facilitating industry networking. The BRC-A is a joint collaboration between WWF-Australia, Climate-KIC Australia and the Institute for Sustainable Futures, University of Technology.

Acknowledgements

The BRC-A would like to acknowledge and thank its Funding Partners:

- The Australian Renewable Energy Agency (ARENA).
- Sustainability Victoria, Victorian Department of Environment, Land, Water and Planning; the New South Wales Department of Planning and Environment; and Trade and Investment Queensland.

The BRC-A operates with the support and under licence from the United States Business Renewables Center (Clean Energy Buyers Alliance) formed by the Rocky Mountain Institute.

The BRC-A would like to extend gratitude to its Market Advisory Panel (MAP), a group of industry experts and experienced corporate buyers of offsite renewable energy, for their continuing input into the development of the BRC-A Resource Library.

Disclaimer

This Project received funding from ARENA as part of ARENA's Advancing Renewables Program. The views expressed herein are not necessarily the views of the Australian Government, and the Australian Government does not accept responsibility for any information or advice contained herein.





BUSINESS
RENEWABLES
CENTRE
AUSTRALIA

**BUSINESS RENEWABLES CENTRE
AUSTRALIA:**

**FINAL GRANT
REPORT TO ARENA**

TABLE OF CONTENTS

TABLE OF CONTENTS	iv
LIST OF FIGURES	v
EXECUTIVE SUMMARY	1
1. PROJECT BACKGROUND & INTRODUCTION	3
2. FUNDING	4
3. PROGRESS AGAINST OBJECTIVES & OUTCOMES	5
3.1 Project Milestones	5
3.2 Project Objectives and Outcomes	5
3.3 Highlights and Lessons Learned	8
4. STRATEGIC REVIEW	10
4.1 Review Process	10
4.2 Review Results	11
4.3 Proposed Business Model - Renewable Energy Buyers Concierge	13
4.4 Proposed Pricing Models	14
4.5 Next Steps	14
5. KNOWLEDGE DELIVERABLES	15
5.1 Tools and Resource Development	15
5.2 Website and Member Portal	19
5.3 State of the Market Report	22
5.4 Events Summary	22
5.5 Media Summary	23
6. MEMBERSHIP	25
6.1 Membership Breakdown	26
7. CONCLUSION & NEXT STEPS	29
APPENDIX A: SUMMARY OF MAJOR INDUSTRY EVENTS HELD DURING THE PROJECT.	32

LIST OF FIGURES

Figure 1: 2019-2021 Buyer Survey results: rate the difficulty of a PPA. (1 Easy - 5 Hard).....	6
Figure 2: Renewable energy capacity (MW, AC) contracted by BRC-A buyer community across the term of the project.....	8
Figure 3: Review scope and process.....	10
Figure 4: Overview of the ‘buyer journey’ as part of the proposed Concierge model.....	13
Figure 5: Frequently used areas of Member Portal (1/10/2020 - 30/9/2021).....	19
Figure 6: Frequently used Tools in Resource Library (1/10/2020 - 30/9/2021).....	20
Figure 7: Overall public site traffic (1/10/2020 - 30/9/2021).....	21
Figure 8: Overall private members’ portal traffic (1/10/2020 - 30/9/2021).....	21
Figure 9: Membership breakdown by type.....	25
Figure 10: Membership breakdown by type across the past year.....	26
Figure 11: Membership breakdown by region (state).....	27
Figure 12: Membership breakdown by industry sector.....	28

EXECUTIVE SUMMARY

An ARENA grant under the Advancing Renewables Program has funded the Business Renewables Centre Australia (BRC-A) – an online resource centre and marketplace platform, supported by events and training to facilitate Australian organisations, especially large energy users, designed to increase the uptake of renewable energy through Corporate Power Purchase Agreements (PPAs).

The BRC-A was formed by partnership between WWF-Australia, Climate-KIC (Grant recipient) and the Institute for Sustainable Futures (UTS) and was developed based on a separate partnership with the Business Renewables Centre in the USA (now CEBA).

The grant funding of \$500,000 from ARENA was matched with co-contributions from NSW, Victorian and Queensland Governments. Over the 3-year course of the initiative, the BRC-A has built a membership base of energy developers, professional service providers and buyers from across Australian industry.

Knowledge-sharing is at the core of the BRC-A. The project has met and exceeded all project milestones over the 3-year period, including delivery of events, training, webinars and briefings to more than 5,500 industry stakeholders; collective contracting of 1.8GW of renewable energy by its energy buyer members, supporting 3.9 GW of renewable energy projects, and industry membership numbers well in excess of project milestones/expectations (220+ member organisations in Oct 2021).

BRC-A developed and made available 18 tools and resources providing industry guidance on a wide range of topics relating to corporate renewable PPAs, as well as a public website and members portal, including a roadmap and marketplace platform, and three State of the Market reports (delivered annually across the initiative).

The 3-year period of the initiative to date has concluded with a review of the BRC-A involving industry interviews and identification of key **lessons learned** as follows:

- ARENA and other funding has enabled the value of the BRC-A's services to be realised. Industry engagement, education and connection has delivered and continues to deliver support for the growing renewable energy industry in Australia, and based on delivery against project milestones, BRC-A has been a resounding success.

- PPAs remain an important mechanism providing corporate and government organisations with an opportunity to procure renewable energy and to meet their decarbonisation targets. Equally, PPAs remain an important source of funding for new solar and wind projects entering the grid and supporting grid decarbonisation.
- Industry relevance of the BRC-A and the value of its services is evidenced by willingness to pay by its ongoing membership and industry collaboration activities.
- Corporate and government interest and commitment to renewable energy in the context of decarbonisation goals has remained strong despite the impacts of Covid.
- BRC-A will continue to support industry to procure renewable energy into 2022, and to report to industry on this progress facilitated by funding from other sources.

1. PROJECT BACKGROUND & INTRODUCTION

The Project has established the first Business Renewables Centre in Australia (BRC-A) – an online resource centre and marketplace platform, supported by events and training to facilitate Australian organisations (particularly commercial and industrial energy users) to increase their utilisation of renewable energy through Corporate Power Purchase Agreements (PPAs).

A Corporate PPA is a long-term contract between a corporate (or government) energy buyer organisation and renewable energy supplier (developer or retailer) for the provision of renewable electricity and /or the corresponding renewable energy certificates generated (large-scale generation certificates or LGCs).

The BRC-A was built on the partnership between WWF Australia's Renewable Energy Buyers Forum (REBF) and the US Business Renewable Center (Rocky Mountain Institute, now branded the Clean Energy Buyers Alliance (CEBA)).

An ARENA grant under the ARENA's Advancing Renewables Program has funded the establishment through Climate-KIC Australia (Grant Recipient) and partner organisations, the Institute for Sustainable Futures (ISF) and WWF Australia. The Partners, fulfilled the following roles:

- Climate-KIC Australia: Outreach and support via the Australian Climate-KIC community, website and online platform development, project management and administration, report design and production.
- WWF Australia: Industry outreach, buyer and seller engagement, training and events management, and tools development - communications and strategy).
- ISF: Technical analysis and project management of tool development, other applications for tools, monitoring and annual report on power purchase agreement (PPA) market developments.

Over the three years of the BRC-A initiative, the BRC-A has established itself as an independent trusted renewable energy educator in the market. The greatest outcome is that the project partners have secured additional funding and the BRC-A will continue to play this role.

The long-term objective of the BRC-A is to continue to provide support Australian industry to procure renewable energy, especially via PPAs, working towards industry decarbonisation as the energy market context evolves. The BRC-A will build on the suite of resources it has developed for industry to address emerging opportunities and challenges for PPAs and renewable energy procurement more broadly, across intersecting topics, such as (and not limited to) supporting corporates to meet Net Zero emissions commitments and engaging their suppliers on renewable energy, green hydrogen and emerging technologies, support for industry clusters and guidance for demand-side aggregation.

BRC-A will exist as long as it is deemed relevant as defined by its member base and funding availability.

2. FUNDING

The grant funding from ARENA of \$500,000 was supported by co-contributions from Governments of NSW (\$150,000), Victoria (\$150,000) and Queensland (\$50,000). The BRC-A has built a membership base of energy developers, professional service providers and buyers. Membership and events fees have expanded our revenue base to deliver on project outcomes.

3. PROGRESS AGAINST OBJECTIVES & OUTCOMES

3.1 PROJECT MILESTONES

The project milestones and stage gates have all been completed and submitted to ARENA. The stage gate process was designed to test whether the BRC-A was progressing at an appropriate rate with the goal of ongoing financial stability and success after the Agreement has ended.

The 3-year stage gate identified as the achievement of membership target which is a minimum of:

- Twenty-two (22) developer members; and
- Nine (9) professional service provider members.

As outlined below ([Section 6](#)) in an overview of membership numbers exceed these significantly as at the time of this report, the BRC-A has 44 Developer members, 25 Service Provider members.

In order to plan for the next phase of the BRCA we engaged an external consultant (Edge Environment) to understand market dynamics and the attitude of participants. This strategic work included:

- Defining the 'need' of our current and future beneficiaries and assess how BRC-A can develop a value proposition to best meet that need.
- Identifying and testing the most appropriate business model to deliver that value proposition in a way that is financially sustainable.
- Defining a detailed roadmap of actions over the next three years.

An overview of the outcomes is included in [Section 4](#).

3.2 PROJECT OBJECTIVES AND OUTCOMES

The objectives for the Project were achieved through the following outcomes:

Demonstration of increased awareness and understanding by members and industry on technical, economic, regulatory and market information, barriers and opportunities relating to renewable energy PPAs.

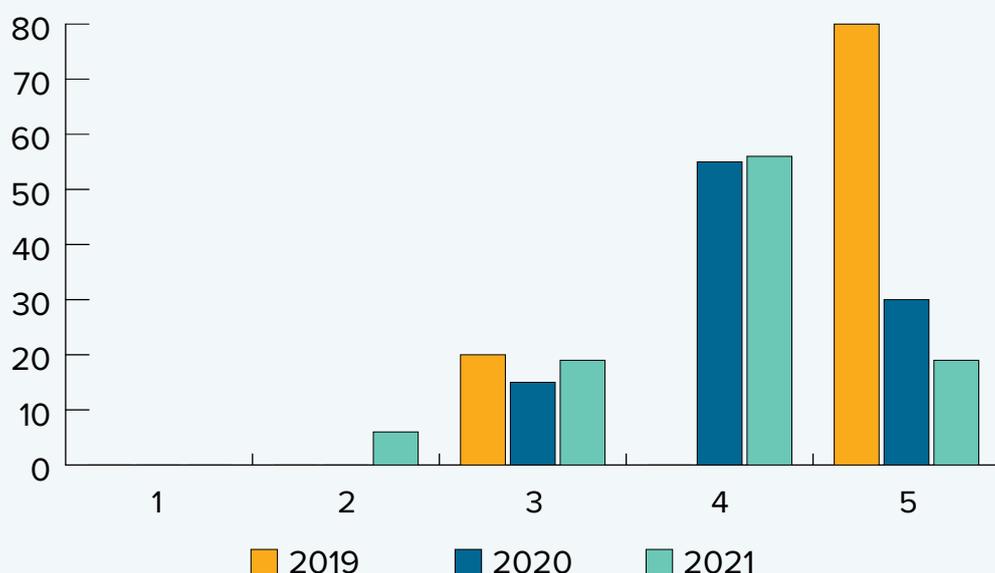
Over the course of the project the BRC-A has conducted an annual market survey and produced an *Annual State of the PPA Market report*¹ which seeks to capture information from organisations on their understanding and awareness on matters related to renewable energy procurement. The results of this year's survey supported by results from a separate survey undertaken by NAB² and our member engagement activities, point to growing recognition by Australian businesses of the benefits associated with a transition to renewable energy.

As the conversation around the need for businesses to commit to net zero emissions targets continues to grow, interest in the practicalities of how to do this has grown too, evidenced by our ongoing membership enquiry and uptake growth of over the milestones of the project (see [Section 6](#)). The growth of organisations signing up to long term commitments to 100% renewables through initiatives such as RE100 also demonstrates the shift taking place.

Our 2021 State of the Market report shows the continued strengthening and maturity of the PPA market in Australia and despite only a small positive shift in the perceived complexity of doing deals since BRC-A inception (see graphs below), the trend is heading in the right direction. Undoubtedly, buyers still struggle with overcoming the technical information barrier associated with early-stage renewable energy procurement but qualitative and quantitative data from our post Buyer Bootcamp surveys demonstrates our impact on building awareness and capability.

As reported in our State of the Market Report 2020, the key barrier to PPA execution in 2019 was a lack of understanding organisational about corporate renewable PPAs and a resultant lack of internal support. It is believed that since that time, in collaboration with industry, and through active industry outreach and corporate education as described in this report, the BRC-A, has reduced this barrier to enable more renewable PPAs to be executed.

Figure 1: 2019-2021 Buyer Survey results: rate the difficulty of a PPA. (1 Easy – 5 Hard)



1. <https://businessrenewables.org.au/state-of-the-market-report-2021/>

2. NAB Renewables Survey: August 2021 available at: <https://business.nab.com.au/nab-renewables-survey-august-2021-48589/>

Demonstration of the value of PPA and related topic industry training and events to improve the capability of participants to investigate, develop, negotiate, and implement renewable energy PPAs.

Over the three-year course of the project, we have delivered events, training, webinars and briefings to more than **5,500** stakeholders. To raise the awareness and provide deep training on Corporate PPAs and renewable energy procurement. Key Highlights includes:

- 6 Buyer Bootcamps – both online and face-to-face (127 participants from organisations representing all sectors)
- 11 Episodes of the BRC-A *Buying Power* webinar Series over 2020 and 2021 that reached more than 1600 participants
- Bespoke webinars and events for local government, energy developers, industry associations, etc.

Our reach has been wide ranging and has built significant capability across the industry, our events are well regarded, and we receive strong supportive feedback from participants in our Buyers Bootcamps. More than 90% of participants would recommend the training to others.

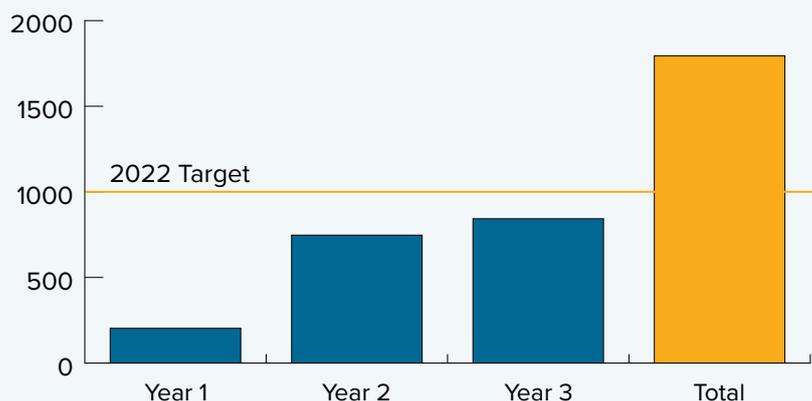
From January 1st, 2019, to September 30th, 2021, the BRC-A Public Website (businessrenewables.org.au) has been viewed 82,700 times by 23,600 users in total, and we have had over 29,600 views by over 2,400 users in the Member Portal. These are all indicators that our buyer members are logging on and using the resources that have been developed to help them through their PPA process.

Demonstration by the Recipient of the uptake of Australian renewable PPAs as a result of establishment of the BRC-A, and progress towards the goal of 1GW of renewable energy (installed capacity) by 2022 and 5GW by 2030.

2020 was a record year for PPAs in Australia with contracted capacity topping 1GW in a year for the first time. As outlined above, this is believed to have been due to a reduction in barriers to accessing information about PPAs through the work of the BRC-A, as well as the period generally taken to execute wholesale PPAs (often up to 18 months) since active information dissemination (and the initiative) began in 2018. In addition, we saw the emergence of a dual market where more accessible Retail PPA contracts (which address further barriers such as project risk and load size) that would appeal to a wider market (including small to mid-sized energy buyers) – increasing contracting overall. Our member community has been involved in 90% of Corporate PPA deals completed since establishment of the BRC-A and we have successfully reached our 2022 goal ahead of schedule. Our Buyer community has collectively contracted 1.8GW of renewable energy in 31 PPA deals.

PPA deals completed by Buyer members and/or Bootcamp attendees over the course of the project include City of Melbourne, Aldi, Transurban, BHP, Macquarie University, City of Newcastle, City of Sydney, Coles, Tweed Shire Council, Unilever, Ambulance Victoria, Investa, Newcrest mining, NAB, BHP, Northern Beaches Council, Saputo Dairy Australia, Eurobodalla Shire Council, Darebin City Council as lead coordinator of the Victorian Energy Collaboration deal and Woolworths. For a graph illustrating the detailed a breakdown of these members by industry sector, please see [Section 6 Membership Figure 12 membership breakdown by industry sector](#).

Figure 2: Renewable energy capacity (MW, AC) contracted by BRC-A buyer community across the term of the project



Source: *Clean Energy Australia 2021*, Clean Energy Council

3.3 HIGHLIGHTS AND LESSONS LEARNED

The BRC-A has faced a number of obstacles along the three-year project journey. Like most projects, COVID had an impact on our modes of delivery and the marketplace has shifted. On the whole we have adapted well and are pleased to have delivered on the key objectives that we set out to do. From a project delivery perspective, the following are key insights:

Governance

There were two key groups advising the BRC-A.

The first was a project steering group, comprised of funders, (ARENA, NSW, Victoria and QLD Governments) met approx. 3 times per year over the course of the project. They were a good sounding board on market developments and understanding the changing nature of government policy development, especially as States and Territories began to develop renewable energy zones and committed to net zero targets and we discussed the role that PPAs might play. They were a key source of advice as we sought to iterate our offerings and continue to remain relevant.

The second key group has been our Technical Advisory Panel (TAP) who were a group of professionals from leading industry organisations (including government, finance, consulting, academia) that collaborate with the BRC-A on industry-relevant matters, including but not limited

to the development of BRC-A resources. They played a key role in technical review of the tools, primers and guides that were developed by the BRC-A. The group had a revolving membership to ensure a good cross section of contributions across the industry. As the needs for the group changed, In the last year of the project we revised the terms of reference and formed the Market Advisory Panel (MAP) which has been more focused on market developments and insight.

Membership management

A key goal of the BRC-A was to build a membership base across the market covering, renewable energy developers, professional service providers and corporate buyers from large to small. In the early establishment we were able to rapidly grow our membership which exceeded our expectations and required adjustments to our staffing in order to manage the volume. As outlined in this report, we currently have more than 200 members across the industry, which exceeded ARENA's stage gates under the grant agreement for membership targets. On reflection our early efforts were focused on tool and event development, but we should have provided more resources to the management of membership.

Financial models

The underlying goal of the BRC-A at the outset was to develop a membership base that provided long-term sustainable funding for the organisation going forward. The operating principle was to provide access to Energy Developers, Service Providers for free in the first year and charge from the second year. Buyers received free access. To lay the foundations for long term support, BRC-A implemented a founding member drive which raised more than \$200K in revenue. While we were successful in building out membership numbers, the underlying member revenue was not enough to sustain the organisation in the longer term.

In our strategic review members indicated that they considered our fees were too low, that buyers were prepared to pay and that our offerings need to be simplified. This experience reflects the shift in business models of the Clean Energy Buyers Alliance (the current iteration of the Business Renewables Center USA) which has shifted to a much broader member base and core funding from buyers not energy developers.

COVID impacts

The COVID pandemic has had a number of impacts of BRC-A. Fortunately we were able to shift our delivery modes from face-to-face to online. A key lesson was that delivery and development of online training was probably more resource intensive than face-to-face workshops. We have ridden the impacts well and minimised the impacts to the successful operation of BRC-A.

4. STRATEGIC REVIEW

As outlined earlier we embarked on a strategic review of the initiative during September to November 2021 to provide insight into our marketplace and lay the groundwork for the next iteration of the BRC-A. In summary, key conclusions included:

- There is a high demand for an independent and trusted renewable energy educator and advisor for Australian businesses, and the BRC-A is viewed as playing this role.
- The existing service delivery model that the BRC-A operates is unclear to its members, unstructured in its delivery and is attempting to ‘do everything for everyone’.
- There is greater appetite from energy buyers, developers and providers to pay for the service the BRC-A provides.
- The BRC-A need to re-align their revenue base with their key customers – renewable energy buyers.

The new business model we are proposing – the Renewable Energy Concierge – focuses on structuring, streamlining and automating the most valuable services the BRC-A provides.

4.1 REVIEW PROCESS

The BRC-A engaged consultancy Edge Environment to assist with a review of the initiative and to develop a forward strategy for ongoing success. A summary of the process adopted in for the review involved four steps, as outlined in the graphic below.

The results of this process are discussed below.

Figure 3: Review scope and process

DISCOVER	DEFINE	TEST	PLAN
Exploring stakeholders pains and gains	Define insights and value proposition	Test and iterate proposed business models	Provide a roadmap forward
<ul style="list-style-type: none"> • Who are the BRC-A’s core customers • What problems or opportunities exist for them • Who else is delivering services to BRC-A stakeholders? 	<ul style="list-style-type: none"> • What are the most consistent and important things we were told? • How is the BRC-A uniquely positioned to create value for its customers? 	<ul style="list-style-type: none"> • Which model offers the most value to customers? • How have we identified the right offers to meet the customer needs? • What is the customers’ willingness to pay? 	<ul style="list-style-type: none"> • What are the priorities and next steps to take this model forward? • What investments/skills will the BRC-A need in the next year?
<ul style="list-style-type: none"> • 11 Stakeholder interviews • Sector desktop review 	<ul style="list-style-type: none"> • Interview data synthesis • BRC-A Project Team insights workshop 	<ul style="list-style-type: none"> • 8 Stakeholder interviews • BRC-A Project Team stress-test workshop 	<ul style="list-style-type: none"> • Final report • BRC-A Project Team final workshop

4.2 REVIEW RESULTS

Stakeholder engagement as outlined above as part of the review identified the following (for more details on these outcomes, please contact the BRC-A):

- All stakeholders we engaged value the BRC-A.
- Energy buyers segment into *Renewable Rookies* (very limited knowledge or understanding about renewable energy procurement, and often limited mandate), *Educated Novices* (some knowledge of the renewable energy sector, but this type of procurement is a stretch), and *Emerging Experts* (have been following renewable energy trends and corporate deals for a while, have a clear procurement mandate).
- Energy buyer segments each have a distinguishable set of ‘pains and gains’ regarding the renewable energy procurement experience. Energy buyers needs across these segments differ, and the experience needs to be tailored to meet the needs of each segment.
- Developer and service provider members also have specific set of pains and gains, and a set of needs such as the need for a market to sell to, to promote services to a large audience easily and to access buyers who can engage confidently on renewables.

The review found that buyer members would like a more customer-focused and well-designed experience; while developer and service provider members would like greater clarity on their membership value and to continue supporting the BRC-A to educate their customers well.

The ‘define’ stage of the review identified the need for the BRC-A to continue as:

- An impartial, neutral trusted source of information and guidance.
- A provider of opportunities for connection between the parties.
- A knowledgeable educator of industry.
- A friendly, approachable and encouraging centre for valuable resources.

This stage identified the need to do the following in the future:

- Further clarify the value proposition of each membership type.
- More clearly align the narrative and drivers for renewable energy procurement with Net Zero targets (and similar language).
- Segment and simplify the resource content and learning experience.
- Provide a learning pathway and resources relevant to the full suite of renewable energy procurement options available to Australian businesses (not just via PPAs).

There was also support across the stakeholders interviewed for the BRC-A to charge energy buyers appropriately for membership to support the ongoing provision of support.

Sector insights identified as part of this review were as follows:

- The uptake of PPAs has accelerated in recent years, with the BRC-A goal of 1GW of renewable energy (installed capacity) by 2022 met early.
- There is a growing community of people who know about, understand and provide services for PPA development.
- The conversation about PPAs is becoming more mainstream, but still complex to newcomers. Corporate PPAs may not suit everyone. It is important that the BRC-A provide a learning pathway that demystifies the suite of renewable energy procurement options.
- The narrative and drivers for renewable energy procurement have changed from price to broader sustainability and net zero targets.
- There are increasing numbers of organisations committing to renewable and/or net zero targets.
- There is increasing scrutiny being levelled at how companies are approaching their net zero targets – the mechanisms they use and the outcomes achieved. (i.e., Hero to Zero report recently released).
- REBA (USA), BRC-Canada and RE-Source (EU) have all moved away from explicit reference of PPAs in their public facing materials and websites and are instead adopting language centered around net zero and ‘renewable energy buyers’.

Key take-aways identified via the review process were:

- The BRC-A should continue to provide a learning pathway and resources relevant to the full suite of renewable energy procurement options available to Australian businesses.
- The noise and pace of change in the renewable energy market can be overwhelming for energy buyers.
- The BRC-A’s offerings need to be clear, user friendly and pragmatic.
- The BRC-A’s unique role is to provide an independent, trusted and approachable space to learn about, and develop confidence in progressing, renewable energy procurement.

4.3 PROPOSED BUSINESS MODEL – RENEWABLE ENERGY BUYERS CONCIERGE

Looking forward, in response to feedback identified during the review, the BRC-A has identified the opportunity for a Renewable Energy Buyers Concierge model designed to provide new and emerging renewable energy buyers with the initial information and ongoing confidence they need to increase their renewable energy procurement portfolio.

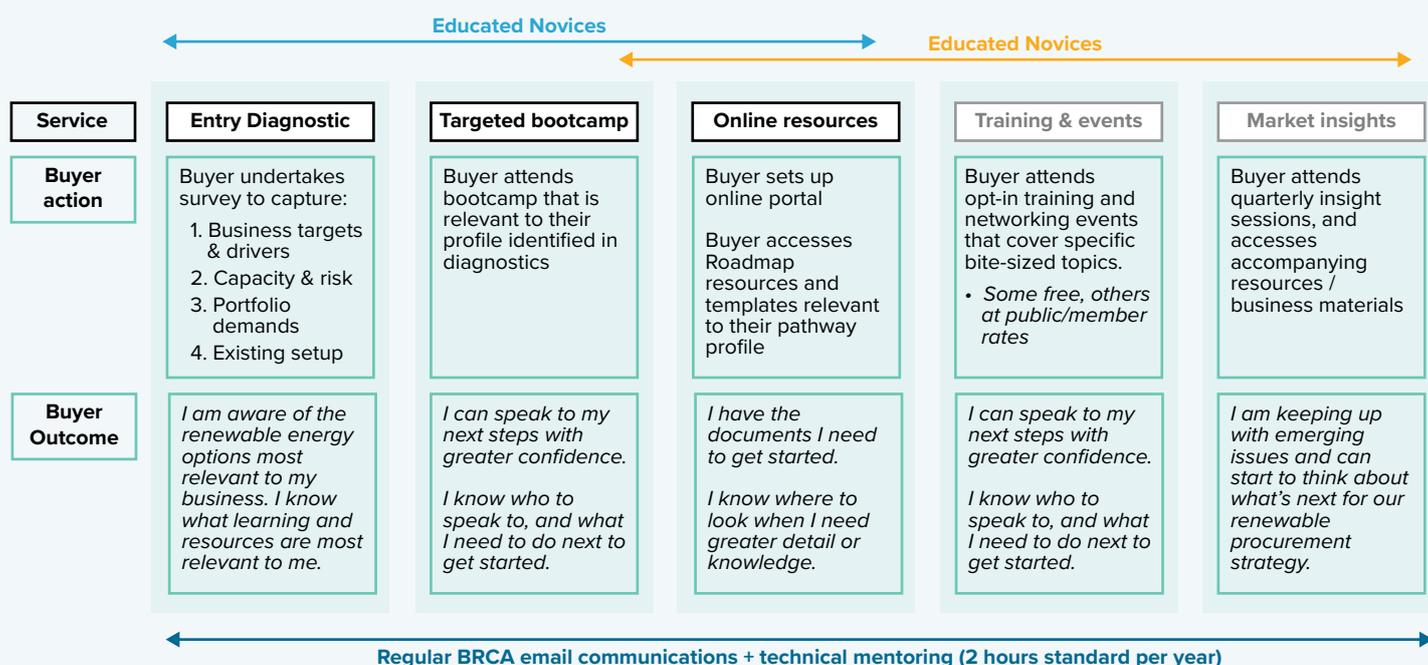
The model focuses on delivering:

- An initial diagnostic to frame and direct the customer journey with the BRC-A.
- A streamlined and clearer customer experience.
- Well signposted resources and training.
- Providing a neutral space to learn and seek feedback.

The figure below illustrates how a BRC-A Renewable Energy Concierge model would operate to meet the stated needs of energy buyer members for resource and support dissemination.

The BRC-A will also respond to the stated needs of its Developer and Service Provider members through greater clarity of value proposition and educating energy buyers.

Figure 4: Overview of the ‘buyer journey’ as part of the proposed Concierge model.



4.4 PROPOSED PRICING MODELS

Currently, only Developer and Service Provider members pay a fee for membership. When BRC-A first launched, in order to minimise barriers to information dissemination and encourage energy buyer participation, energy buyers were not charge for membership.

Since that time, the industry has developed considerably as evidenced by the growth in the number of PPAs in industry. Willingness to pay was tested with the energy buyers interviewed, together with price ranges, and each energy buyer we spoke during the review process indicated they would be happy to pay a membership fee.

Developers and Service Provider members gave consistently aligned feedback about membership pricing and offers, and that it should be simple and clear.

Developers and Providers see supporting the BRC-A as an important aspect of supporting the overall renewable energy sector, as the BRC-A plays a role in 'priming and educating the market'.

This information provides a useful basis for future funding options given the ARENA and other government funding support is now ending as per the original agreement with these organisations, and additional membership support will be required to ensure the BRC-A services can continue to be provided to industry.

4.5 NEXT STEPS

On the basis of the review results and information provided by industry, the BRC-A is now developing a new business model to include membership fees for energy buyers as well as for developer and service provider members, as well as from other sources.

The BRC-A has secured philanthropic funding and partner contributions to fund the development of the proposed Renewable Energy Buyers Concierge facility and a revamp of our tools and resources.

We have adopted a phased approach to roll-out the new pricing models over the next 6 months and are confident of our ability to provide ongoing support to industry at the BRC-A.

5. KNOWLEDGE DELIVERABLES

The BRC-A has completed all of our required Knowledge Deliverables. The key components are summarised below and include:

- Tools and resource development.
- Website Platform.
- Public Annual report – State of the Corporate PPA Market.
- Events and Media – including Bootcamps.

5.1 TOOLS AND RESOURCE DEVELOPMENT

The development of resources was an important element of the Business Renewables Centre Australia. As part of the licensing agreement with Rocky Mountain Institute and the BRC US, the BRC's information resources (primers, guides, templates, spreadsheets) were adapted to the Australian market along with additional resources specially designed for the Australian context. In Milestone 1 the project team outlined a tool development program. The 10 tools and case studies proposed in the initial funding agreement were to be completed by Milestone 5 (as reported in October 2021).

The project team has completed the development of tools, primers and guides as outlined in the Knowledge Sharing Deliverables. Each resource has undergone a rigorous process of development, review and approval. The BRC Australia established and managed a Technical Advisory Panel for Years One and Two of the project which have played a critical role in providing industry input and shaping the tool development process. Each resource after development by our Technical Directors (Chris Briggs and Jonathan Prendergast) and outside experts where required, was reviewed and discussed by the technical panel before finalisation and publication. The Technical Advisory Panel was transitioned into the Market Advisory Panel in 2021 to reflect a shift in our focus towards greater industry engagement and the development of a new strategy for the years ahead. A revised Terms of Reference was issued, and an Expression of Interest process resulted in 22 stakeholders from across Australia being selected for the panel.

The table below provides an update against the tool delivery schedule as outlined in the Funding Agreement. After taking into account member feedback and technical input from the TAP there are some changes as outlined.

1. Deal Structure Guide	Completed
2. Term Sheet Template	Completed
3. Deal Structure Template	Completed
4. Economic Analysis Primer	Completed
5. Finance Primer	Deferred indefinitely - Stakeholder feedback indicated not a high priority
6. Accounting Primer	Completed
7. Risk Analysis Primer	Completed
8. Deal “Dream Team” Primer	Completed
9. Internal Support Guide	Completed
10. CFO Pitch Deck	Completed
11. Australian case studies	Completed

The BRC-A team has delivered significantly beyond this list and has completed an additional four tools not on this list based on stakeholder input: -

- Retail PPA Guide: retail PPAs have grown rapidly so a guide was developed to respond to the market trend.
- Social Licence: maximising social benefits and minimising social risks of RE PPAs: a guide for PPA buyers on the social dimensions they should be considering.
- Energy Management Principles: a guide on the suite of energy management options to encourage a holistic view of PPAs.
- Engaging External Consultants: a guide on the do’s and don’ts of engaging consultants who play a pivotal role in PPAs.

There are two additional tools currently under development:

- A guide to RE PPAs for NSW Local Councils.
- Best Practice Guide to PPAs.

As of 30 September 2021, the completed resources published on the BRC A Member Portal and the forward work program are summarised in the pages following.

Table 1. Tool & resource development and progress

TOOL/RESOURCE	TYPE	OVERVIEW	DELIVERY DATE	STATUS
Deal Structure	Primer	The purpose of this deal structure primer is: (i) to provide a description of the market environment, that off-takers will encounter in the electricity sector, and (ii) to describe the deal structures that are available and common in Australia.	Q1, 2019	Delivered
Deal Dream Team	Primer	The purpose of this guide is to provide a short and insightful overview of: (i) What skills and capabilities are needed to successfully complete large, off-site transactions? (ii) How do we make the “make or buy” decision on each of these skills? and (iii) How to set up and organise a team to cover the required skills.	Q1, 2019	Delivered
RFP	Template	The purpose of this Request for Proposals Template is to provide corporate buyers with a ‘starting point’ from which they can understand the terms that they might consider including in an RFP issued to project developers.	Q2, 2019	Delivered
Energy management principles	Primer	This Primer provides guidance on where to find information, suppliers and government support for the following sources of clean energy: (i) Energy Efficiency; (ii) On-site generation; (iii) Demand management and energy storage; (iv) Retail purchases (GreenPower); and (v) Off-site generation (Corporate PPAs).	Q1, 2019	Delivered
Accounting	Guide + Primer	The purpose of this Accounting Primer is: (i) To explain the different accounting treatments that may be applied to Wholesale PPAs, and (ii) To describe considerations organisation may have in approaching their PPA. KPMG was engaged to prepare draft Primer and provide technical advice.	Q3, 2019	Delivered
Term Sheet	Template	The Term Sheet Template was been adapted from the US BRC for the Australian context and is primarily relevant to Wholesale PPAs that are settled directly with project developers via the wholesale market. The term sheet has limited relevance for other types of PPAs such as LGC or Green Product PPAs, or Retail PPAs with long term contracts with electricity retailers	Q3 2019	Delivered
Chief Financial Officer (CFO) Pitch Deck	PowerPoint slide deck	Adaptation of the BRC primer (90-slides) for the Australia market. Provides a tool to easily prepare a transaction pitch to senior finance officials—typically the CFO. Five template presentation decks used by buyers when speaking with the CFO.	Q4 2019	Delivered
Retail PPAs/Mid-sized Buyer’s Guide	Guide	Guide to procurement for buyers with loads ranging from 100s of MWh to ~50 GWh, describing the current availability of retail products and pricing arrangements.	Q2 2020	Delivered
Social Licence Primer	Primer	Primer presenting options for social and environmental co-benefits of PPAs, using Australian examples.	Q2 2020	Delivered

TOOL/RESOURCE	TYPE	OVERVIEW	DELIVERY DATE	STATUS
Economic Analysis Primer	Primer	Economic analysis primer finalised. NPV tool not to be released – potentially used for training purposes based on advice from the TAP.	Q4 2020	Delivered
Risk allocation	Primer	Describes the major types of risk that can be allocated between off-taker and developer, explaining the mechanisms, considerations and potential event responses for market risk, credit risk, operational risk etc.	Q4 2020	Delivered
Term Sheet for Retail PPAs	Template	Adaptation of Term Sheet template (see above) specifically for Retail PPAs (aimed at small- and mid-sized buyers and aggregated buying groups).	Q4 2020	Delivered
Environmental Claims	Factsheet	Feedback from the environmental claims webinar was there was value in a) a FAQ sheet; b) a table comparing requirements under different voluntary instruments (e.g. RE 100)	Q4 2020	Work commencing
Buyers aggregation	Primer	Some work was undertaken on buyer aggregation as part of the mid-sized buyer primer but it was decided it should be a stand-alone primer.	Q1 2021	Work commencing
RFP for Retail PPA	Template	Feedback on the RFP template was that it BRC-A needed to do one for Retail PPAs as well.	Q1, 2021	Delivered
Combining Demand Management and RE PPAs	Primer	ISF has been commissioned to do a project with case studies on demand response and RE PPAs. Whilst this is for an individual provider, need for BRC primer will be reviewed after release.	Q1, 2021	Forward Work Program
Engaging Consultants	Guide	Suggestion from bootcamp participants and faculty that we do a primer with tips on engaging consultants	Q3, 2021	Delivered
Internal support guide	Guide	Overview of key strategies and information needed to build internal support for a PPA, focusing on: why companies may choose to buy power from large offsite renewable energy projects; what are the most important steps to building internal support and securing final approval.	Q3 2021	Delivered
Finance	Primer	Adaptation of the BRC primer for the Australia market on finance for large-scale renewable energy projects, the key issues that need to be addressed for a 'bankable' project and related risk allocation issues. Re-considering whether it should be deferred indefinitely.	To be determined	Not delivered
Due diligence on projects	Primer	A checklist on issues to look for when doing due-diligence on renewable energy projects	To be determined	Forward work program

5.2 WEBSITE AND MEMBER PORTAL

The initial public website coincided with the project launch (reported in Milestone 1), and the members-only portal (reported in Milestone 2) launched in early 2019 includes a Buyers Roadmap, which has guidance along each step of the pathway, the primers and guides provide supplementary information for particular steps in the process. The members only portal also comprises:

- **Resources.** The primers and guide as outlined above are made available in the portal. BRC-A provides access to US versions while Australian specific content is completed.
- **Marketplace Platform.** We connect corporate buyers and developers via a marketplace platform, which provides an opportunity for Developer members to upload renewable energy projects under development and advertise that they are seeking an off-taker and allows buyers to scan the marketplace and organisation profiles as they survey the market and prepare to go to tender. As at 30/9/2021, 80 projects are listed constituting approx. 13GW.

Members-only portal usage statistics

While user behaviour fluctuates widely, corresponding with each organisation’s activities and BRC-A events including webinar launches or bootcamps which might direct users to a new resource, the year to end September 2021 saw strong utilisation of the private site (portal) by members.

Figure 5 shows the most frequently visited pages during this period, with the most popular being the Resource Library, Buyers’ Roadmap and Projects Marketplace.

Figure 5: Frequently used areas of Member Portal (1/10/2020 – 30/9/2021)

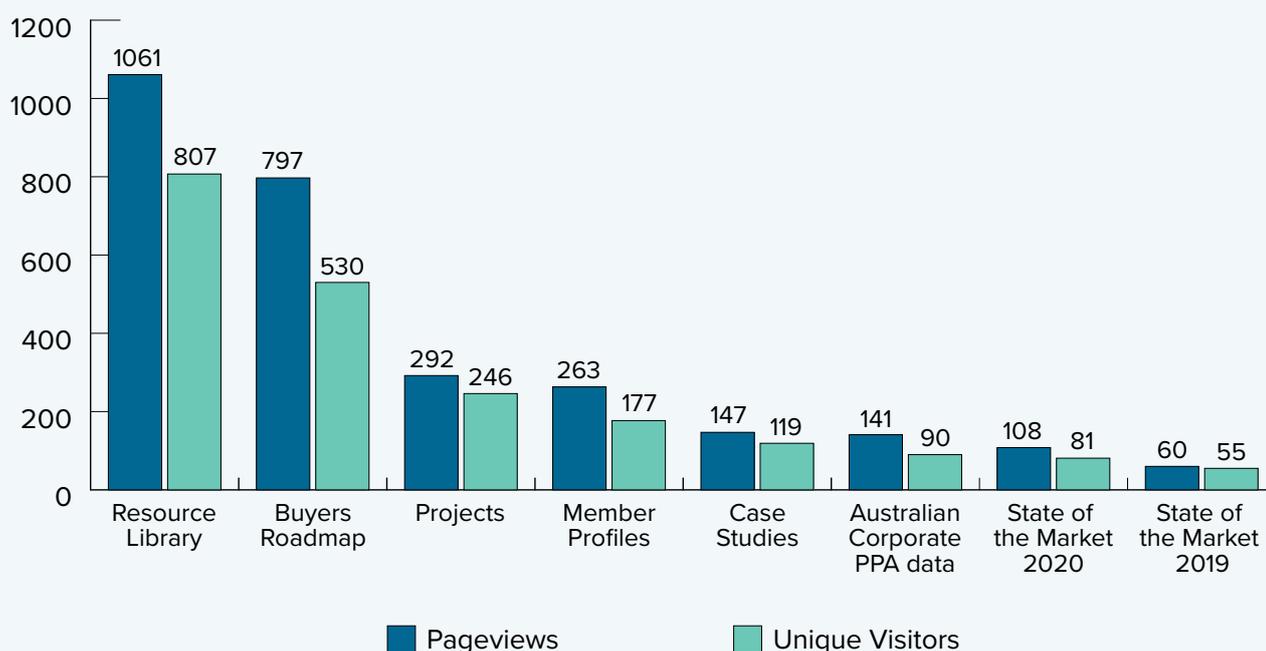


Figure 6: Frequently used Tools in Resource Library (1/10/2020 – 30/9/2021).

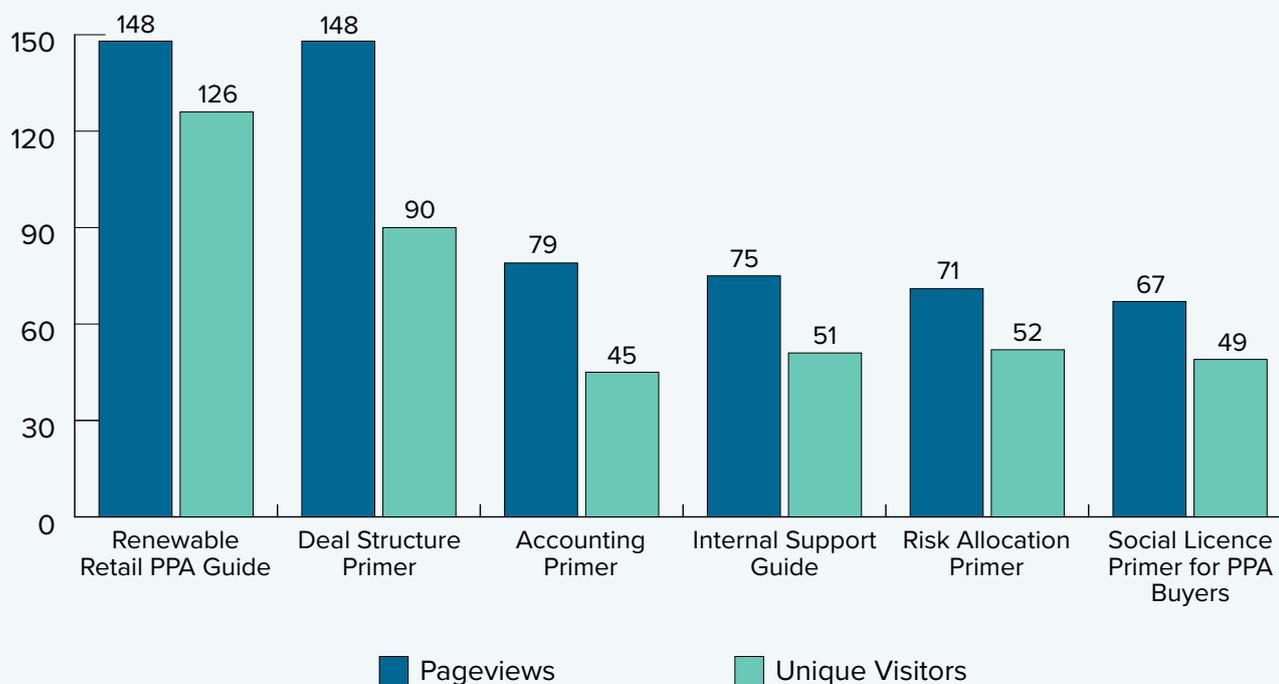


Figure 6 reveals the most frequently used resources during this period, with Renewable Retail PPA Guide and Deal Structure Primer ranking 1st and 2nd respectively, expected given their introductory nature to the function and structure of PPAs.

The popularity of the other resources (Deal Team, Internal Support Guide and Social license Primer) plateaus as organisations interested in pursuing PPAs are passed the introductory phase and understandably have arrived at different points in their procurement journey. As a result, members have branched off in pursuit of a guide/primer that resonates uniquely with their organisation.

This reflects what the BRC-A has noticed when it comes to interviews with Buyers, Developers and Service Providers as there has been a clear shift of focus to Retail PPAs for their perceived decreased complexity.

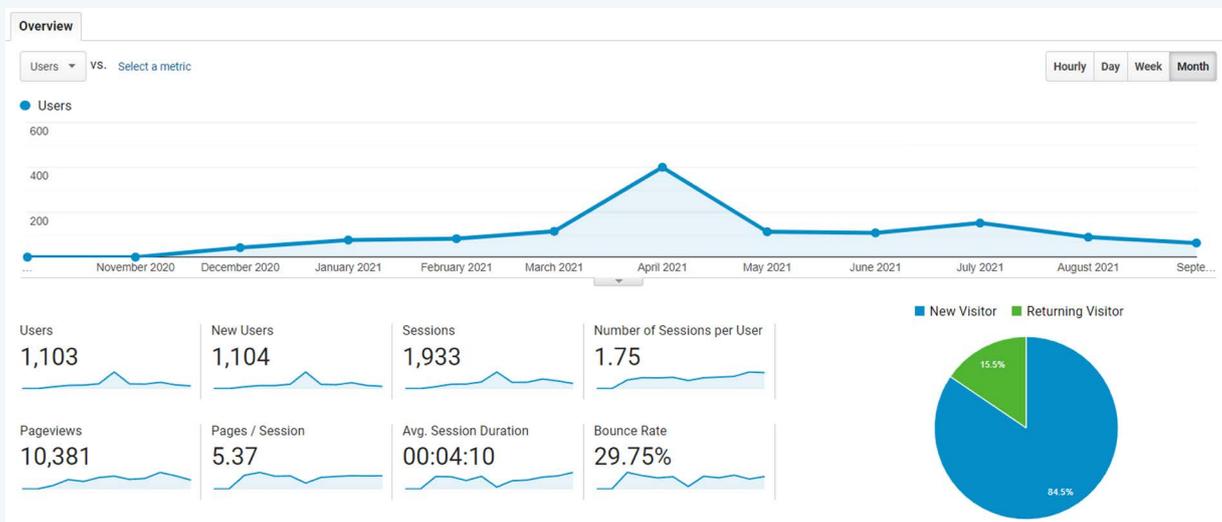
Figure 7 shows that in the last 12 months there have been approximately 14,000 sessions (number of times the public site was accessed) and 28,600 total pageviews during these sessions; the site is accessed reasonably consistently throughout the year.

Figure 8 indicates that 1,100 users have visited the portal 1,900 times, constituting 10,300 pageviews in total, in the last year. The line graph above shows steady ramping of traffic in accordance with our events held from February to June – with a sharp increase caused by our March Buyer Bootcamp.

Figure 7: Overall public site traffic (1/10/2020 – 30/9/2021).



Figure 8: Overall private members' portal traffic (1/10/2020 – 30/9/2021).



5.3 STATE OF THE MARKET REPORT

Each year the BRC-A delivered a marketplace survey to understand the key issues in the corporate PPA market. Over the life of the project we have published a report in 2019, 2020 and 2021. It has been well regarded and we have strong industry participation in the survey each year. ARENA has supported its release with media support and it has been showcased at ARENA events pre COVID. The BRC-A intends to continue publishing this report.



5.4 EVENTS SUMMARY

The Business Renewables Centre-Australia has delivered a wide range of events over the 3 years of operation. These events have ranged from speaking at external online conferences, presenting to Industry Groups, conducting technical and topical webinars, developing and delivering external virtual event and webinar sessions and side events on PPAs, to more formal BRC-A training through Bootcamps. Our conservative estimate is that we have reached more than 5,500 industry participants in direct face-to-face and online contact through these events over the life of the project.

A summary of the major industry events delivered by the BRC-A during the course of the 3-year project is provided in [Appendix 1](#). Note this table does not include all of the one-one interactions and smaller events we have been provided to industry.

5.5 MEDIA SUMMARY

Announcement and launch of the Business Renewables Centre Australia occurred through media channels and launch events through October to December 2018.

ARENA and BRC-Australia formally announced funding through a media release on 16 October 2018. Supporting releases occurred through the Victorian Government and Clean Energy Council – media interest was strong and was covered across mainstream press in SMH and the AGE and extensively through the on-line media including Renew Economy, Energy Matters, PV Magazine, etc.

Some examples are below.

<https://www.smh.com.au/business/the-economy/online-renewable-marketplace-aims-to-help-business-cut-power-bills-20181015-p509rc.html>

<https://cleantechnica.com/2018/10/18/australian-renewable-energy-agency-invests-in-5-gigawatt-wind-solar-push/>

<http://www.thebull.com.au/articles/a/77732-australian-online-renewable-energy-marketplace-to-help-cut-bills.html>

<https://reneweconomy.com.au/ARENA-backs-5gw-wind-and-solar-push-for-business-and-local-government-59961/>

<https://www.energymatters.com.au/renewable-news/boost-commercial-renewable-energy/>

<https://www.pv-magazine-australia.com/2018/10/16/ARENA-backs-renewables-marketplace-for-businesses/>

<https://www.windpowermonthly.com/article/1496548/new-centre-aid-corporate-power-deals>

Ongoing media has occurred aligned with the announcement of the BRC Portal in March 2019.

<https://reneweconomy.com.au/desperately-seeking-ppas-7gw-of-solar-wind-queue-up-for-corporate-deals-28068/>

The Business Renewables Centre Australia featured in media channels and launch events throughout 2020 and 2021.

Media interest was strong and was covered across mainstream press in the Sydney Morning Herald and the Melbourne Age, and extensively through the on-line media like Renew Economy, Energy Matters etc. Some examples are below.

Op-ed's

1. 20/11/19 *Corporate buyers a big reason behind Australia's renewable energy boom* <https://ieefa.org/corporate-buyers-a-big-reason-behind-australias-renewable-energy-boom/>
2. 28/01/20 *Why the slowdown in corporate PPAs?* <https://www.ecogeneration.com.au/why-the-slowdown-in-corporate-ppas/>
3. 07/04/20 *Retailers drive solar PPA adoption* <https://www.pv-magazine-australia.com/2020/04/07/retailers-drive-solar-ppa-adoption/>
4. 24/04/20 *The appetite for PPAs in light of COVID19* <https://climate-kic.org.au/2020/04/24/the-appetite-for-ppas-in-light-of-covid19/>
5. 07/07/20 *Renewable energy PPAs: How to minimise social risks and maximise community benefits* <https://onestepoffthegrid.com.au/author/chris-briggs/>
6. 17/08/20 *Retail renewable PPAs ... what's on the menu?* <https://www.ecogeneration.com.au/retail-renewable-ppas-whats-on-the-menu/>

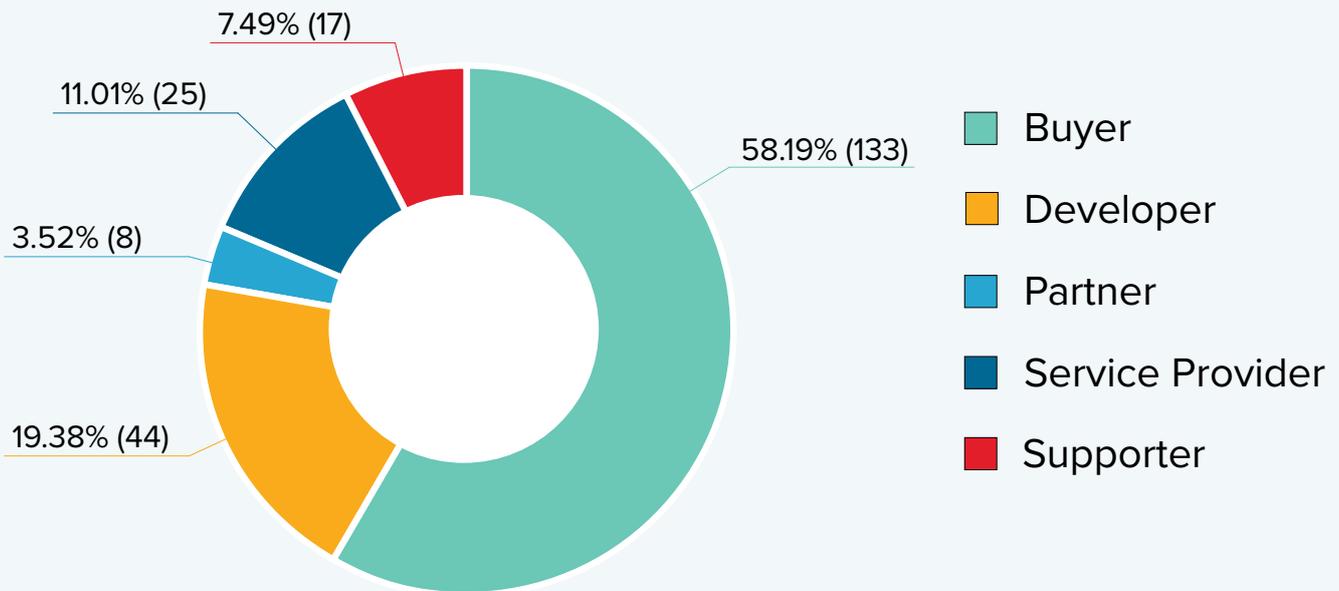
6. MEMBERSHIP

The Business Renewables Centre-Australia is a member-based organisation. BRC-A members have access to a network of energy buyers, project developers, service providers, inexpensive training and advice on PPA requirements. This includes information and tools to assist with regulatory, market and technical challenges associated with PPAs, one-on-one support, and industry case studies highlighting best practices. The Partners' goal is to help Australian organisations procure 1GW of renewable energy by 2022 and 5GW by 2030.

The financial model also included the collection of membership fees from Developer and Service Provider members; Corporate Buyers always receive free access. The project team developed a fee structure that was implemented on 1 October 2019 based on industry analysis and similar member-based organisations. In addition, the BRC-A designed a Founding Member program which encouraged organisations to sign-up for a discounted fee and additional benefits if they were to sign-up for three years prior to end December 2018. As outlined above we are revising this model and will revise as we move forward.

BRC-A member acquisition has been a resounding success, especially given a tumultuous 2021. **As of 30 September 2021 we have 227 member organisations.**

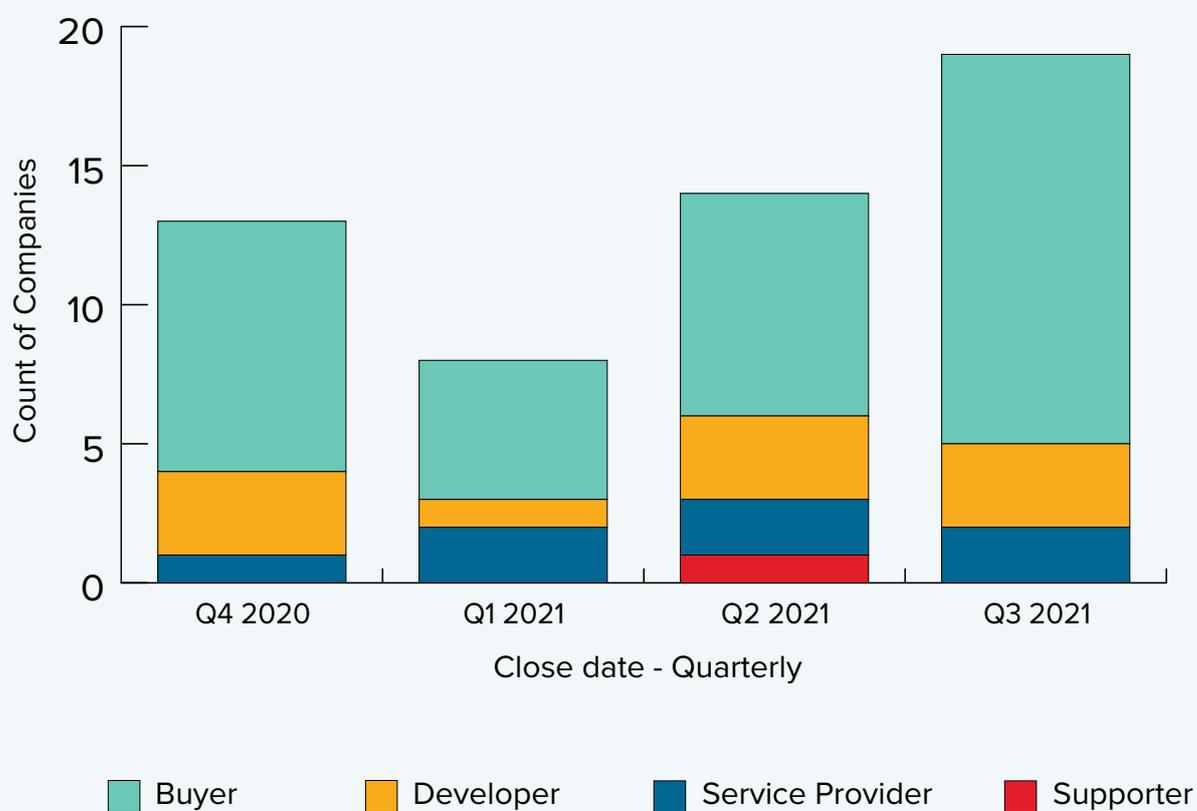
Figure 9: Membership breakdown by type.



6.1 MEMBERSHIP BREAKDOWN

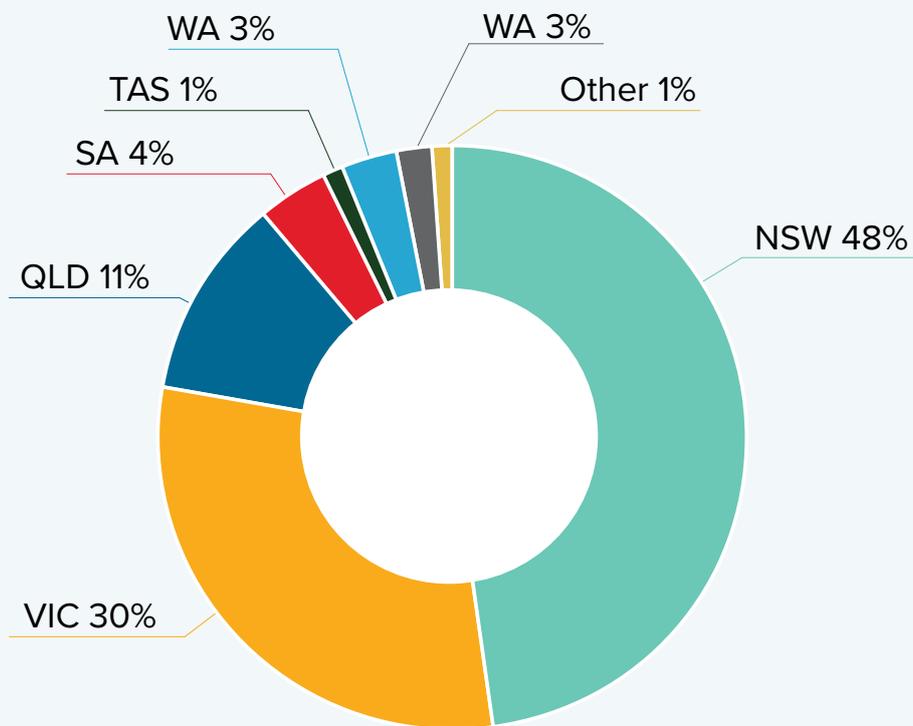
Membership across all categories is now growing steadily and exceed original expectations for Year 3.

Figure 10: Membership breakdown by type across the past year.



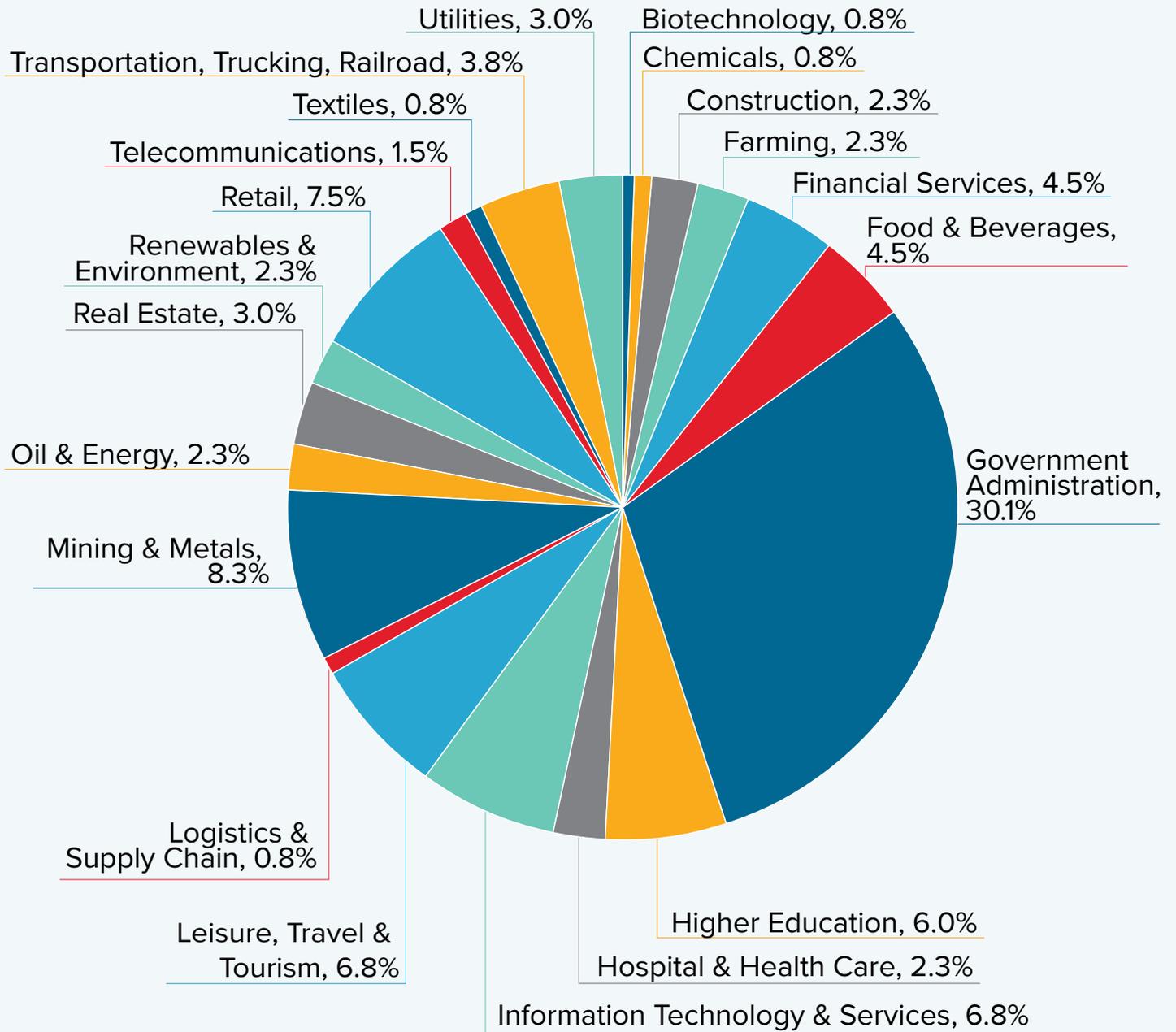
NSW (48%) and Victorian (30%) membership constitute a large majority of the overall organisations, with small but growing Queensland membership (with thanks to Trade and Investment Queensland assisting BRC-A to advertise events and grow member numbers).

Figure 11: Membership breakdown by region (state).



NSW (48%) and Victorian (30%) membership constitute a large majority of the overall organisations, with small but growing Queensland membership (with thanks to Trade and Investment Queensland assisting BRC-A to advertise events and grow member numbers).

Figure 12: Membership breakdown by industry sector.



7. CONCLUSION & NEXT STEPS

The Business Renewables Centre-Australia has built a successful member-based organisation that is respected in the industry and has played a significant role in the uptake of Corporate Power Purchase agreements. The ARENA grant to establish the BRC-A should be considered an unqualified success and has laid the foundations for the provision of ongoing support to industry as it transitions to renewable energy.

Key lessons learned for this project and value delivered through knowledge-sharing is as follows:

- ARENA and other funding has enabled the value of the BRC-A's services to be realised. Industry engagement, education and connection has delivered and continues to deliver support for the growing renewable energy industry in Australia, and based on delivery against project milestones, BRC-A has been a resounding success.
- PPAs remain an important mechanism providing corporate and government organisations with an opportunity to procure renewable energy and to meet their decarbonisation targets. Equally, PPAs remain an important source of funding for new solar and wind projects entering the grid and supporting grid decarbonisation.
- Industry relevance of the BRC-A and the value of its services is evidenced by willingness to pay by its ongoing membership and industry collaboration activities.
- Corporate and government interest and commitment to renewable energy in the context of decarbonisation goals has remained strong despite the impacts of Covid.

Looking forward, the BRC-A will continue to support industry to procure renewable energy into 2022, and to report to industry on this progress facilitated by funding from other sources.

As outlined previously in Section 4.5, based on the review results and information provided by industry, the BRC-A is now developing a new business model to include membership fees for energy buyers as well as for developer and service provider members, as well as from other sources.

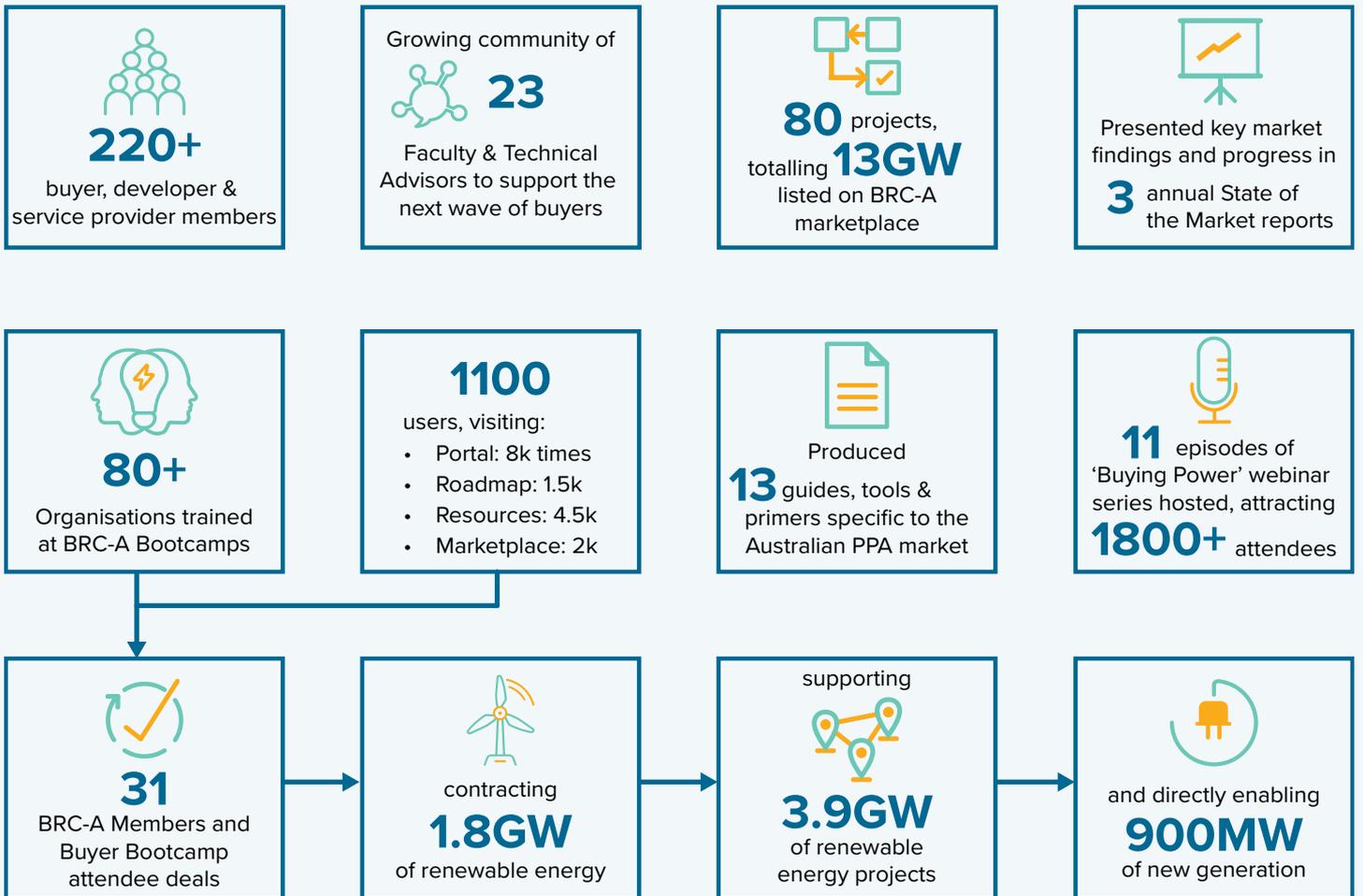
The BRC-A has secured philanthropic funding and partner contributions to fund the development of the proposed Renewable Energy Buyers Concierge facility and a revamp of our tools and resources.

The BRC-A will build on the suite of resources it has developed for industry to address emerging opportunities and challenges for PPAs and renewable energy procurement more broadly, across intersecting topics, such as (and not limited to) supporting corporates to meet Net Zero emissions commitments and engaging their suppliers on renewable energy, green hydrogen and emerging technologies, support for industry clusters and guidance for demand-side aggregation.

We have adopted a phased approach to roll-out the new pricing models over the next 6 months and are confident of our ability to provide ongoing support to industry at the BRC-A.

Our impact over the period is summarised on the following page.

OUR IMPACT SINCE LAUNCH IN 2018



A great testament to our success is the ongoing support for the continuation of the BRC-A and we look forward to our next phase of operation.

WHAT OTHERS SAY ABOUT US

Flow Power is a founding member of BRC-A and we've seen it grow with the market to become the primary source of independent advice on renewables PPAs. BRC-A have created a community of buyers, developers, retailers and service-providers working in renewable energy PPAs. More and more organisations are signing PPAs to take back control of their energy costs and access clean energy. If you want to learn more about PPAs, you should join the BRC-A.

Tricia Lorenzo, Head of Solutions Development - Energy Solutions, Flow Power

Corporate PPAs are more important than ever to the clean energy transition now - but our members report they can be challenging for buyers for whom energy is not their core business. The BRC-A helps bring buyers and developers together and the industry recognises the importance of having an independent, technically rigorous source of advice for buyers.

Kane Thornton, Chief Executive, Clean Energy Council

BRC-A is one of the most innovative, collaborative organisations I have worked with. Their deep engagement and community building events and services offer prospective Buyers the opportunity to learn from Buyers who have done or are going through the PPA process. The BRC-A has directly helped us break down barriers to finding and executing renewable energy solutions.

David Olivant, Category Manager Utilities, Woolworths

The BRC-A has brought a new sophistication to the renewable energy market in Australia. In bringing together buyers, generators and advisors they raised the knowledge of all and created a forum for collaboration and innovation. BRC-A's role in educating corporate buyers for whom PPAs are often a new and complex undertaking, is of great benefit to us as technical and commercial advisors. By accelerating buyers' understanding of the opportunity, our clients are better able to make informed, risk-managed decisions.

Mary Stewart, Chief Executive Officer, Energetics

APPENDIX A: SUMMARY OF MAJOR INDUSTRY EVENTS HELD DURING THE PROJECT.

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
12/11/2018	BRC-A Sydney Launch	Launch Event	121 registrants	BRC-A event
30/11/2018	ARENA Insights Forum	Presentation and Panel at ARENA Insights Forum	60+	ARENA Event
5/12/2018	BRC-A Melbourne Launch	Launch Event	152 registrants	BRC-A event
6/12/2018	NSW Energy Summit	BRC-A presentation	150 attendees	Partner event – Smart Energy Council
11/4/2019	Webinar	Developer Case Studies for Corporate Buyers	30 attendees	BRC-A Webinar
30/4/2019	Webinar	BRC-A Presents to Cities Power Partnership Councils	30 attendees	BRC-A Webinar
15/3/2019	Presentation	Australian Industry Group climate and energy sub committee	45+ attendees	In person and webinar
14/5/2019 - 15/5/2019	Buyers Bootcamp 1 Sydney	Attendees spanned the financial services, local government administration, property, retail, mining, water, university and transport sectors.	46 attendees, including: <ul style="list-style-type: none"> • 6 consultants • 18 experienced corporate buyers (faculty) • 22 corporate participants 	BRC-A event
16/5/2019	Developer Bootcamp 1 Brisbane	Developer Bootcamps enable project developers to hear buyer perspectives and concerns, and receive guidance on participating in tenders and RFPs.	91 registrants	BRC-A event
20/5/2019	Energy Users Association National Conference	Conference presentation on BRC-A mission, offering and benefits of corporate PPAs	Unknown	Speaking engagement

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
14/6/2019	Renewable Cities Australia	Renewable Cities Australia on 14 Jun 2019 showcasing corporate sustainability trends including RE100 – Full Day Event managed by BRC-A	394 registrants	BRC-A event
19/6/2019-20/6/2019	Energy and Mines Summit	Conference presentation on BRC-A mission, offering and benefits of corporate PPAs	Unknown	Speaking engagement
30/7/2019 - 31/7/2019	Clean Energy Council's Australian Clean Energy Summit	The Clean Energy Council's Australian Clean Energy Summit on 30-31 July 2019, comprising a PPA panel discussion featuring Woolworths, Westpac and Sydney Opera House case studies at breakfast on Day 1, and longer sessions unpacking the RFP process, further case studies and exploring buyer and develop concerns on Day 2.	100+ at each session	Partner Event
27/8/2019-29/8/2019	Asia-Pacific's International Mining Exhibition	Conference presentation on BRC-A mission, offering and benefits of corporate PPAs	Unknown	Speaking engagement
3/9/2019	Industry Networking Drinks	Speeches by Energy Estate, Viva Energy, We Power discussing PPA motivations and market trends over refreshments	76 registrants	BRC-A event
4/9/2019 - 5/9/2019	Buyers Bootcamp 2 Melbourne	Participants spanned the financial services, local government administration, mining, scientific research, biopharmaceutical, health and financial services sectors.	45 attendees including: <ul style="list-style-type: none"> • 6 consultants • 19 experienced corporate buyers (faculty) • 20 corporate participants 	BRC-A event
23-24/10 2019	All Energy, Melbourne	The BRC-A hosted a session on PPA case studies, and discussed newly-launched resources and our State of the Market Report.	More than 8,500 visitors 90 BRC-A session	BRC-A session
25/11/2019	BRC-A Queensland Launch Event, Brisbane	With Trade and Investment Queensland support the BRC-A launched in Queensland hosted by our Founding Buyer Member Suncorp.	80	Trade and Investment Queensland funded event
13/02/2020	BRC-A Councils PPA Webinar	Webinar for Councils looking to procure renewable energy through PPAs.	40	BRC-A webinar
06/03/2020	Smart Energy Council PPA Webinar	Webinar on everything you need to know about Power Purchase Agreements held in partnership with the Smart Energy Council.	150	Smart Energy Council webinar

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
08/04/2020	BRC-A Buying Power Webinar 1: Appetite for renewable PPAs	Appetite for renewable PPAs – experts shared their marketplace views.	300	BRC-A webinar
14/05/2020	BRC-A Buying Power Webinar 2 Understanding Retail PPAs	Understanding how the landscape of Retail PPAs works and what the options are in the marketplace can be confusing. BRC-A took all the hard work out of understanding Retail PPAs and launched our Retail PPA guide.	250	BRC-A webinar
18/05/2020	AIG Webinar	BRC-A Technical Director Jonathan Prendergast and Jarrah Bassal from Transurban shared their PPA insights with Tennant Reed and Australian Industry Group (Ai Group).	30	AIG Energy Leaders Group
20, 22, 27 & 29/05/2020	BRC-A Buyers Bootcamp No 1	BRC-A delivered four modules include over four days: <ol style="list-style-type: none"> 1. Buyer Basics 2. Deeper Dive into Aligning Internal Stakeholders & Understanding Risks 3. Choosing A Model & Getting Ready to Go to Market 4. Out to the Market & Commencement of the Project 	25	BRC-A online Buyers Bootcamp
04/06/2020	Clean Energy Council's Large-scale Solar Forum 2020 Webinar Series	Getting a Power Purchase Agreement (PPA) over the line is competitive and challenging. This webinar, in partnership with the Clean Energy Council, enhanced effectiveness in engaging with buyers and armed attendees with insights into how to maximise the attractiveness of their proposal. Facilitated by: Monica Richter, Director, Business Renewables Centre Australia and Anna Freeman, Director of Energy Generation, Clean Energy Council.	130	BRC-A and CEC webinar
10/06/2020	Buying Power Webinar 3: Environmental Claims, 100% Renewable and PPAs	Environmental Claims, 100% Renewable and PPAs	110	BRC-A webinar
24/06/2020	Buying Power Webinar 4: Social Licence Guide Launch	Attendees heard from experienced practitioners and leaders in the field on How to Minimise Social Risks and Maximise Social benefits and BRC-A launched its Social Licence Guide	130	BRC-A webinar

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
19/08/2020	BRC-A Corporate PPA Developers Bootcamp	At BRC-A's Corporate PPA Developers Bootcamp Mark Porter from Renewable Energy Buyers Alliance (BRC), USA delivered key insights and lessons learned on the USA's established PPA market. Attendees developed a shared understanding of the learnings from US developer boot camp and specifically the RFP process used and how developers can think about differentiating themselves.	40	BRC-A online Developers bootcamp
01/09/2020	BRC-A Group Deal Workshop	Yarra Group Deal Workshop. Webinar for Councils looking to procure renewable energy through PPAs.	30	City of Yarra workshop
26/08/2020	Buying Power Webinar 5: City of Melbourne MREP II and the Power of Coming Together	Attendees heard from the Business Renewables Centre Australia team and City of Melbourne MREP 2 facilitators about when aggregation projects make sense, and how they can be delivered.	200	BRC-A webinar
9, 11 and 15/09/2020	Virtual Buyers bootcamp No 2	BRC-A delivered three modules over three days: 1. Deal structures and their unique risks and benefits; 2. Internal processes and external engagement; 3. Project selection and the tender process; and attendees had the opportunity to join a growing community of buyers helping buyers.	20	BRC-A online bootcamp
25/11/2020	BRC-A Buying Power webinar: Market Update. Is now a good time to do a PPA?	2020 has been a record year for Corporate Power Purchase Agreements (PPAs) with the highest volume of deals recorded. PPAs have become an increasingly popular way of reducing emissions, exposure to volatile energy prices and cutting costs - however, are we entering a new phase and lesser-known territory? While wind and solar PPA prices continue to reduce, will the benefits continue to outweigh the costs? What are the strategies and latest PPA models for ensuring the best outcomes for Corporates? The webinar also launched 2 new BRC-A member resources. 1. Economic analysis primer - allows buyers to understand the fundamentals that underpin the finances of PPAs. 2. Risk primer - details the risks associated with PPAs.	97	BRC-A webinar
30/11/2020	PPAs for Better Health Outcomes	Hear from Sustainability Victoria on the link between health and climate change. Listen to Ambulance Victoria one of the first health services' to enter a renewable energy PPA on the journey to 100% renewables by 2025. Energetics ighlighted the state of play in the PPA marketplace and discussed the opportunities for the healthcare sector.	72	Joint webinar between BRC-A, Sustainability Victoria and Healthy Futures.
30/11/2020	Sustainability Victoria Briefing	Presented a PPA market update to renewables teams at Sustainability Victoria	~20	BRC-A Briefing

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
13/02/2021	Cities Power Partnership Local Government workshop	Presented on PPAs undertaken by local government across Australia and the opportunities available for QLD councils	~20	BRC-A Briefing
24/02/2021	BRC-A Buying Power webinar: Government leadership and the Queensland Renewable Energy Strategy	Webinar on the details of the QRES and how government can drive positive social, environmental and economic outcomes through renewable energy PPAs	80	BRC-A webinar
24/02/2021	Climate Council Climate & Business Roundtable	Presented on the strategic opportunity renewable energy procurement offers to QLD businesses in the shift to a low carbon economy	60	Industry event
10,12 & 16/03/2021	BRC-A Buyers Bootcamp	<p>The Buyer Bootcamp provides intensive PPA procurement training and key insights on the opportunities and challenges from those that have led processes themselves. Participants are involved in rich discussion around:</p> <ol style="list-style-type: none"> 1. Deal structures and their unique risks and benefits; 2. Internal processes and external engagement; 3. Project selection and the tender process; <p>and have the opportunity to join a growing community of buyers helping buyers. The Virtual Buyers Bootcamp is exclusively for corporate buyers of energy.</p>	11	BRC-A Flagship event
08/04/2021	Global Compact Network Korea: Corporate Renewable Energy Initiative (CoREI) P4G Summit 2021	Presented on the state of play with PPAs in Australia, what the BRC-A does and how we are influencing change in the market	Unknown	Industry event
06/05/2021	BRC-A & GBCA webinar	The Green Building Council of Australia and BRC- A invite held a joint webinar. BRC-A's Technical Director Jonathan Prendergast joined an expert panel exploring leading examples of PPAs and lessons learnt, and what might be on the horizon for the Australian market.	50	Industry collaboration – GBCA and BRC-A
06/05/2021	BRC-A Buying Power webinar: From Cost to Opportunity	<p>Webinar on how organisations can use renewable energy procurement to build social licence, respond to investor pressure and deliver on sustainability commitments.</p> <p>Speakers were a selection of corporate buyers and consultants</p>	114	BRC-A webinar

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
04/06/2021	Informal Large Scale Solar Conference	Presented findings from 2020 State of the Market report	~80	Industry event
15/6/2021	BRC-A Buying Power webinar: LGCs: crucial to credibility or holding back action?	Webinar on how Corporate renewable Power Purchase Agreements (PPAs) are now a mainstream part of the clean energy transition taking place across Australia. The role of Large-Scale Generation Certificates (LGCs) in different deal types and the environmental claims associated with them are a topic of hot debate. And the webinar posed the question are they a crucial element of Australia's journey to 100% renewables or are they holding back action?	156	BRC-A webinar
21/07/2021	Australian Food & Grocery Council	The Australian Food and Grocery Council's 2021 Symposium was a one-day, multi-stream, online event designed to give their members relevant, real-world insights into the challenges, changes and opportunities that exist for the vitally important sector. Industry experts from around Australia and the world discussed the big picture for the food and grocery sector. Specialist channels covered Supply Chain, Sustainability, Commercial (Sales/Marketing), Nutrition and Regulation, and Trade.	35	Industry event
28 -29/07/2021	BRC-A Buyers Bootcamp	The Buyer Bootcamp provides intensive PPA procurement training and key insights on the opportunities and challenges from those that have led processes themselves. Participants are involved in rich discussion around: 1. Deal structures and their unique risks and benefits; 2. Internal processes and external engagement; 3. Project selection and the tender process; and have the opportunity to join a growing community of buyers helping buyers. The Virtual Buyers Bootcamp is exclusively for corporate buyers of energy.	19	BRC-A Flagship event
16/08/2021	Guangdong Clean Industry Roundtable	Participated in this workshop organised by NSW government and provided overview of BRC-A and our work	25	Industry collaboration

DATE	EVENT	SUMMARY	NO. PARTICIPANTS	CLASSIFICATION
6/10/2021	BRC-A Buying Power webinar: Managing PPA Risk in Volatile Market Conditions	<p>Webinar on the Victoria Energy Collaboration (VECO) and Dexus engagement of the market for retailer intermediated PPAs in the latter part of 2020 which concluded their respective transactions in the first half of 2021. Much of this period had been characterised by sustained multi-year low electricity prices, but also some of the most volatile prices across the east coast following the explosion of a generation unit at Callide Power Plant in Queensland.</p> <p>Energetics provided strategic electricity market risk and procurement advice to both VECO and Dexus. The webinar facilitated a conversation with these buyers to explore how they managed to achieve their sustainability objectives in a commercially astute way (i.e. acute in perception and sound in judgment) at a challenging time for long term renewable electricity contracts.</p>	111	BRC-A webinar
13/10/2021	NSW gov't Sustainability Advantage Net Zero Emissions Leadership Accelerator workshop	Facilitated a workshop with Accelerator participants on renewable energy procurement via a PPA	24	BRC-A collaboration

WHO IS BRC-A?

A not-for-profit initiative of [Climate-KIC Australia](#), [WWF-Australia](#) and the [Institute for Sustainable Futures \(UTS\)](#).



BRC-A is supported by funding from:

